BROADCASTING

Broadcast Advertising

a Wor primer

WOR is a great station
grown greater in 1942.

For instance—
WOR's *women's programs*
have twice as many
listeners today than they
had in 1941.

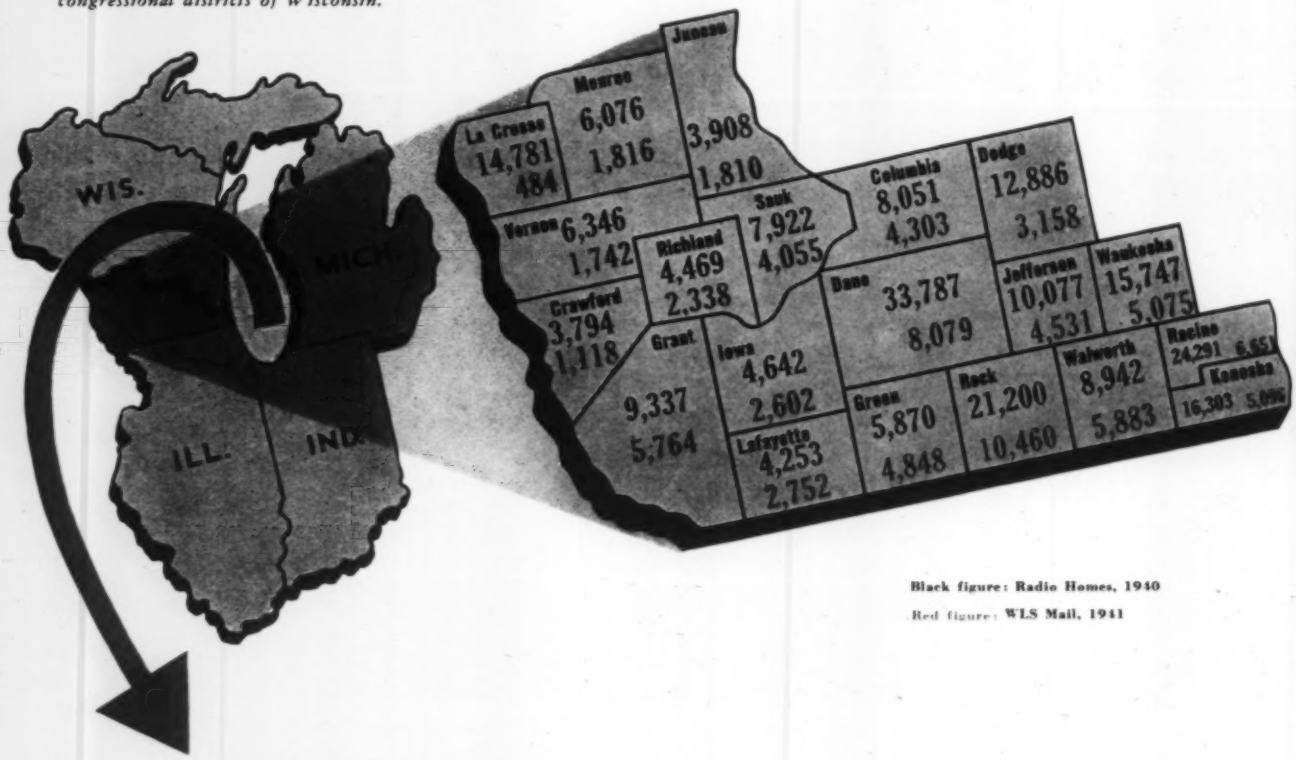
This station's evening
dramatic and *news programs*
have 30 to 50% more
listeners than they
had last year.

WOR covers 15 prosperous
industrial cities of *more*
than 100,000 people each.
And the retail sales
in these cities for 1943
are expected to greatly
top those for 1942.

Approximately half of
all spots placed on
all New York stations in 1942
were placed
on WOR—And not,
mind you, by all the big
buyers, but lots
of little advertisers
who *know a good thing*
when they hear it.

WOR also brings you
12% more homes with radios
in 1942 than it did
in 1941—Not mentioning
the fact that this
great station
also covers *63 of the nation's*
largest military
camps and
naval bases.

Intensive Coverage — *in Southern Wisconsin.*
This is the third in a series of advertisements showing WLS coverage, by counties, in Midwest America. These 20 counties comprise the first, second and third congressional districts of Wisconsin.



Black figure: Radio Homes, 1940
Red figure: **WLS Mail, 1941**

From *This* Part of Wisconsin

ONE Out of THREE Families Wrote Us!

FROM this southern part of Wisconsin WLS received 82,565 letters last year, representing 37% of the radio homes in the area. That's intensive coverage —definite evidence of listening from more than one of every three radio homes!

This is but one small part of the WLS Major Coverage Area, which extends over the greater portions of Illinois, Indiana, Wisconsin and Michigan. Throughout this great area, people listen . . . and respond . . . to WLS.

WLS
CHICAGO

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

REPRESENTED BY
JOHN BLAIR & COMPANY

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK — **KOY** PHOENIX • **KTUC** TUCSON • **KSUN** BISBEE-LOWELL

THERE'S A Leader IN EVERY COMMUNITY

HE is either the initiator or chief endorser of every worthwhile project for local betterment. When people want something done, they give the job to a busy man, and he is the man. Then he in turn sells the project back to the people. It's essentially a selling job, and he puts the same intelligence and drive into the job that he gives to his own business. When he speaks he is listened to with respect because he is always associated with successful undertakings.

There are Yankee Network stations in 20 New England cities.

Each of these stations is like a leading citizen. It is called on to participate in every civic enterprise. When patriotic committees wish to get a message to the people quickly and forcefully, they turn to the local Yankee station.

Each station is thus closely identified with the civic life of the community.

Its part is essentially a selling job. And whether it is participating in a patriotic or local business promotion, it has earned the goodwill and respect of the community. It has the loyal listenership of that community, and this acceptance is a vital part of its sales influence in purely commercial broadcasts.

When you are making up your advertising schedule for this market, consider the long established acceptance of these 20 stations, that give you a sales grasp of all New England.

ACCEPTANCE is The YANKEE NETWORK'S FOUNDATION

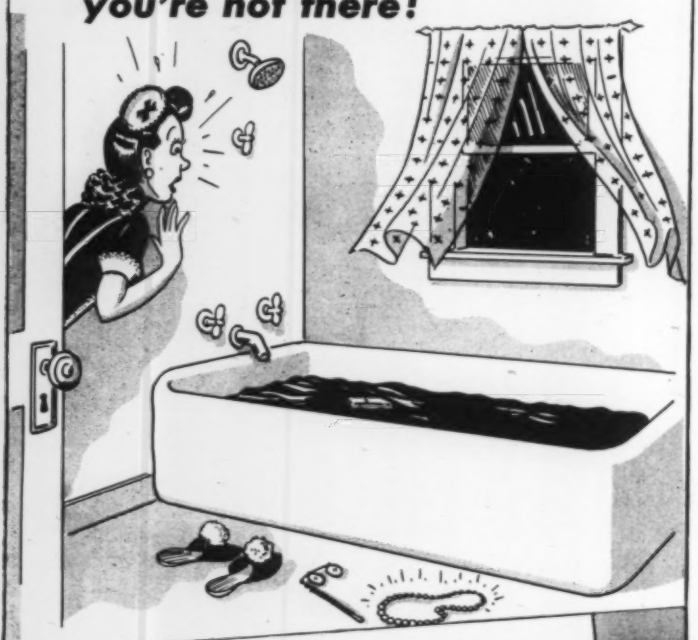
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASS. EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Why, Mrs. dePuysterpiddle, you're not there!



She's gone to buy up time on station KFAB . . .

It isn't surprising that smart buyers will stop whatever they're doing when they get the chance to grab a choice spot on KFAB. For this station offers thorough coverage of the farm markets throughout Nebraska and her neighboring states. These farm markets are circulating the largest income in the history of middlewest agriculture. And the effect of the income is doubled and tripled by the cycle in which it is being spent; from farmer to storekeeper to doctor to grocer to wholesaler to farmer and around again.

If *you* would clean up in this area, don't delay. Speak up now for some of the time still available on this station!

ED PETRY CO NAT'L REPR

KFAB

LINCOLN, NEBR

DON SEARLE GEN'L MGR.

FOR THE OMAHA AUDIENCE, USE **KOIL**

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 22 NOVEMBER 30, 1942

CONTENTS

Transmitter Tube Replacements Promised	9
FCC's War Rules Go Into Operation	9
FCC Probes Network Wire Charges	10
New NBC Organizational Setup	11
BWC to Study New Manpower List	12
Serials and Casts Going to War	14
Quiz Ratings Drop, Says Chappell	14
Tax Ruling Sought on Free Time	16
Delay Seen in Senate AFM Probe	16
Death of Maj. Gen. Saltzman	16
Personnel Losses Shown in Study	18
U. S. Recognizes Radio's War Effort	20
16th District Urges Rules Changes	23
Radio, Juke Box Disc Fees Planned	26
New Agency Setup for General Baking	35
Fly Lauds Radio's War Effort	41
Fly Describes Radio's War Effort	41
Fighting Axis on the Radio Front	42
Agencies Urged to Rush Copy	54
Minneapolis NAB Meeting Renames Hayek	54

DEPARTMENTS

Agencies	34	Merchandising	22
Agency Appointments	40	Network Accounts	52
Behind the Mike	32	Other Fellow's Viewpoint	35
Bookshelf	30	Personal Notes	31
Buyers of Time	40	Purely Program	27
Classified Advertisements	53	Radio Advertisers	37
Control	52	Studio Notes	51
Editorials	30	Station Accounts	36
FCC Actions	52	We Pay Respects	31
Meet the Ladies	38	Hix Cartoon	54

Subscription $5.00 a Year ● Canadian and Foreign, $6.00
Published every Monday, 53rd issue (Yearbook Number) Published in February

CROWDED and BUSY . . .

WE'RE already apologizing to tourists as they elbow their way around Tampa's crowded streets trying to locate "two rooms with bath" for the "winter season". Frankly, we're sorry, but Tampa's too busy trying to take care of the housing needs of war workers and an ever-increasing army personnel to think much about "seasons". Army and shipyard payrolls give Tampa a plus in purchasing power that is year-round—quite ungeographically, all peaks and no valleys. Of course, we'll miss the tourists. But Tampa offers *you* a richer market this "winter season" than ever before. And so does WFLA—the NBC station in the Tampa area.

WFLA TAMPA NBC

JOHN BLAIR & CO. . . . NATIONAL REPRESENTATIVE

Blue STATION

Nashville's total volume of radio advertising for 11 months of 1942 is running well ahead of last year. Merchants as well as national advertisers are cashing in on a continuing boom market.

WSIX offers ample coverage of this market. Not only in power and frequency (5,000 watts on 980 kc) but in proven listener preference does this station meet the specifications of time-buyers who know.

For full information on this market and on the station's rates and availabilities, contact WSIX or

Spot Sales, Inc., National Representatives

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

Get up among these

WENR

audience building stars

The stars have shifted over Chicago. Many nationally famous programs are now being aired over WENR. And the list is growing very fast. These programs hold listeners and build audiences. Thus making WENR a better-than-ever buy.

Hitch your commercial wagon to WENR'S rising star. Here's a not-to-be-missed opportunity. Value? On cost alone, WENR is the best buy in Chicago. Performance? Just take a look at WENR'S record, or ask any WENR advertiser. A Blue Spot Sales representative will gladly give you all the facts.

WENR

CHICAGO'S BASIC BLUE NETWORK STATION
50,000 WATTS 890 KC.

•

IS OWNED AND OPERATED BY THE BLUE NETWORK COMPANY
REPRESENTED NATIONALLY BY BLUE SPOT SALES
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

XUM

BIG ★ TIME

ADVERTISERS IN THEIR NO. 1 MARKET

USE

WABC

AUTOMOTIVE, LUBRICANTS, AIRCRAFT
Chrysler Corporation
Gulf Oil Corp.
Lockheed Aircraft Corp.
Studebaker Corporation
Texas Co.

BUILDING MATERIALS
Johns-Manville Corp.

CIGARS, CIGARETTES, TOBACCO
American Tobacco Co.
Liggett & Myers Tobacco Co.
P. Lorillard Co.
Philip Morris Co. Ltd., Inc.
Penn Tobacco Co.
R. J. Reynolds Tobacco Co.
U. S. Tobacco Co.

CONFECTIONERY and SOFT DRINKS
Beech-Nut Packing Company
Coca-Cola Co.
Curtiss Candy Co.
Pepsi-Cola Company
Schutter Candy Company
Wm. Wrigley Jr., Co.

DRUGS
American Home Products Corp.
B. C. Remedy Co.
The Barbasol Co.
Chesebrough Manufacturing Co.
Colgate-Palmolive-Peet Co.
Emerson Drug Co.
E. Fougera & Company
Johnson & Johnson
Lady Esther, Ltd.
Lehn & Fink Products Corp.
Lever Brothers Co.
Lewis Howe Co.
Manhattan Soap Co., Inc.
Maryland Pharmaceutical Co.
Musterole Co.
The Pepsodent Co.
Plough, Inc.
Smith Brothers
E. R. Squibb & Sons
Sterling Products, Inc.
Vick Chemical Co.

ENTERTAINMENT
Paramount Pictures
R.K.O. Radio Pictures
Select Theatres Corp.

FINANCE and INSURANCE
Christmas Club, a Corporation
Prudential Insurance Co.
Savings Banks of New York State

FOODS and GROCERY PRODUCTS
B. T. Babbitt Co.
Bowey's, Inc.
California Fruit Growers Exchange
Campbell Soup Co.
Continental Baking Co.
Corn Products Refining Co.
General Foods Corp.
General Mills, Inc.
A. Goodman & Sons, Inc.
Griffin Manufacturing Co., Inc.
Kibblets, Inc.
V. La Rosa & Sons, Inc.
Lever Brothers Co.
Maltex Co.
Manhattan Soap Co.
N. Y. State Bureau of Milk Publicity
Pacific Coast Borax Co.
Penick & Ford Ltd., Inc.
Pet Milk Sales Corp.
Pillsbury Flour Mills Co.
Procter & Gamble Co.
Quaker Oats Company
Spratt's Patent (America) Ltd.
Ward Baking Co.
Welch Grape Juice Co.
R. C. Williams & Co.

HOUSE FURNISHINGS
Armstrong Cork Co.

JEWELRY and SILVERWARE
Bulova Watch Company
Elgin National Watch Co.
International Silver Co.

RADIO
Columbia Recording Corporation
Continental Radio & Television
General Electric Co.
Philco Corp.

STATIONERY and PUBLISHERS
Eversharp, Inc.
Parker Pen Co.

WEARING APPAREL
Celanese Corp.
Melville Shoe Corp.

Here are the 82 nationally-known advertisers who have already selected WABC to sell their products for them during the Fall and Winter of 1942-43.

How about *your* campaign in WABC's 4,000,000 radio family market? Better 'phone WABC (WIckersham 2-2000) *now* for complete details on the choice time periods and programs still available.

WABC, NEW YORK, 50,000 WATTS • OWNED AND OPERATED BY CBS • REPRESENTED BY RADIO SALES

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS STATIONS

CLYDE F. COOMBS

VICE PRESIDENT AND MANAGER, KARM, FRESNO

1925	Graduated in engineering at Utah University, and employed by G. E. Co., Schenectady
1926	Post-Graduate engineering, Union College
1926-30	Radio engineering, General Electric Co., including development, design and erection of broadcasting stations
1930-34	Design, engineering, construction and sales for RCA Mfg. Co.
1934-38	Account Executive for NBC in San Francisco
1938-40	Account Executive for CBS in San Francisco
1940	Appointed Manager, KARM (250 watts)
1941	KARM raised to 5000 watts, full time
1941	KARM completed new plant and offices.

"OH, THE ENGINEERS have hairy ears and live in caves and ditches"—but not Clyde F. Coombs! Leaving a distinguished career as a successful radio engineer, Clyde came over into the sales side of radio back in 1934. Since then he has proved his ability by developing into an all-round authority on radio, sales and merchandising in Central California—and even helped build the original audience-participation show *(Who Am I?)* which still holds the West Coast record for mail response!

But why should you, as an advertiser, be interested in the personalities and abilities of the men who manage radio stations? Ah, friend, why indeed? Because good station-management means as much to you as it does to the station's own stock-holders—*dividends on your money*. In radio just as surely as in your own line of business, good management insures good values to the patron. . . .

Here at F&P we know that few advertisers can afford to run around the country inquiring into the management of the stations they propose to use. So we've done it for you. When you choose a station that we represent, you can bank on receiving from that station every value that *good management* can provide. Because we represent only well-managed stations, here in this pioneer group of radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WJWC . . CHICAGO-HAMMOND
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WINS . . . . . NEW YORK
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOB . . . . . ALBUQUERQUE
KOMA . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan, Franklin 6373 — NEW YORK: 247 Park Ave., Plaza 5-4131 — SAN FRANCISCO: 111 Sutter, Sutter 4353 — HOLLYWOOD: 1512 N. Gordon, Gladstone 3949 — ATLANTA: 322 Palmer Bldg., Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 23, No. 22 WASHINGTON, D. C., NOVEMBER 30, 1942 $5.00 A YEAR—15c A COPY

Transmitter Tube Replacements Promised

High Preference to Be Provided if Necessary

ADEQUATE supplies of radio transmitter tubes will be allotted for civilian use to keep broadcasting stations operating, according to WPB Radio & Radar Division officials.

No special program for transmitter tubes is contemplated at present, said Frank H. McIntosh, chief of the Foreign & Domestic Broadcast Branch, but he added that "it is the policy of the Radio & Radar Division to keep essential radio communications, including broadcasting, in operation." As evidence of this he remarked that "so far as known, no station has yet complained that it would have to suspend operation for lack of tubes."

Tube Allocation

Transmitter tubes will continue to be allocated, he said, in the regular manner under Maintenance Order P-133. However, he added, the Radio & Radar Division intends to give only preference ratings that will actually get broadcasters the tubes they need. "If a station has difficulties getting its parts, we'll give them ratings necessary to procure the tubes."

Plans to make P-133 ratings effective involve providing factories with necessary authority to produce tubes to supply essential radio service. The program has been in operation for some time, but was retarded until WPB was able to show that the industry had been converted to a wartime basis.

Meanwhile, plans for the WPB tube replacement program and the Victory Model line of replacement parts for receiving sets [BROADCASTING, Nov. 23] are now almost completed, and WPB will present them at industry advisory committee meetings early in December. Mr. McIntosh said WPB hopes to have both programs in regular production on shortly after the first of the year.

The twin programs for receiver parts and receiver tubes will be designed to keep listening sets in operation for the duration. Plans provide for production of 116 fast selling types of tubes, instead of 350 types permitted under Tube Order L-76, and of a limited variety of the most important volume controls, resistors and condensers.

At WPB, officials made clear that materials were available for the receiving set program. Chief restraining factor is a desire by the Radio & Radar Division to get adequate reaction from the industry before freezing the lists of Victory models and replacement tubes.

Parts in the Victory Model line will bear a Victory label, but the tube program is expected to be parceled to manufacturers in proportion to their 1941 output. Some, engaged in war work, may not participate.

Meetings Planned

The tube program will be discussed at a session of the receiving tube advisory committee, which will meet Dec. 7. The parts industry committee meeting later this month will study the parts program. The American Standards Assn. will meet Dec. 1 to assign type numbers to 'Victory' parts.

Because of the nature of the transmitter tube problem, a WPB spokesman told BROADCASTING, no special production program is necessary. Under pressure of a tremendous expansion to meet military needs, the entire output of transmitter tube manufacturers now goes to the armed forces. WPB confines its efforts to reserving stock piles at the factories for civilian users.

Mr. McIntosh pointed out that in the competition for raw materials, and for the finished tubes, conservation measures put into effect by the FCC and the Board of War Communications will definitely help the replacement tube picture. "The problem," he said, "is to show the need for sacrificing a small fraction of total production now going to military use in order to maintain broadcasting."

At first, one spokesman said, the situation was far more serious, for the transmitting tube industry in 1941 produced only $3,000,000 worth of supplies. In a year-and-a-half, output has jumped to $280,000,000.

"In other words," he said, "only a minute fraction of present production is needed to keep broadcasting going, for the $3,000,000 production of 1941 supported the entire 23,000 licensed transmitters needed for broadcast, police and other radio work."

But Not Plentiful

He warned, however, that despite this "pleasing" leap in production figures, tubes would not be plentiful. "Tube production has kept up with tank and plane production," he said, "but the margin of difference doesn't leave much room for complacency."

"Moreover," he added, "we must now supply the entire Allied world with tubes and parts." The spokesman said that demands are particularly heavy in Latin America. "While we do not anticipate special production of parts, particularly receiving sets, for this market, we may find it desirable to release some of our inventories," he said.

FCC's War Rules Go Into Operation

Saving of Equipment Is Basis of Station Regulations

ALL BROADCASTING stations will go on a full wartime technical operating basis tomorrow (Dec. 1) when two FCC equipment conservation orders readjusting operating standards go into effect. Changes involve a 1 db reduction of transmitter radiated power and relaxation of normal engineering standards [see texts of orders in BROADCASTING, Nov. 16].

Can't Be Detected

According to the FCC Engineering Department, most stations have already completed arrangements for the changeover, and some began operating on the new standards during the last fortnight. FCC tests previous to adoption of the orders, and observations since some stations began functioning under the new rules, show that the changes cannot be detected by the listener.

Application of the relaxed engineering and transmitter adjustment rules is part of a program drawn up by Board of War Communications to make broadcasting equipment last through the war. The plan is also favored by the WPB Radio & Radar Division, which considers conservation essential to insure a sufficient stock of transmitter parts [see story on this page.]

The FCC also has ordered a survey of spare parts held by all radio licensees [BROADCASTING, Nov. 23] and will encourage sharing of such extra equipment. Only point in the original BWC conservation program not yet treated is permission for voluntary suspension of operation by stations facing insurmountable war problems.

FCC Chairman Fly at his press conference last week implied that no significant action on voluntary suspensions could be expected at this time. Mr. Fly, speaking on the need for continued radio coverage of outlying areas, said he was afraid the very stations in remote areas most urgently needed would be the ones to suspend under the plan.

In a statement to the radio industry prepared for BROADCASTING, FCC engineers restated directions for operation under the new regulations. The order, they said, "is designed to increase the life expectancy of vacuum tubes and other critical transmitter components."

The statement warns that compliance is expected of all licensees, and requests licensees to refrain from making special requests for non-compliance. "Uniform observance thereof will not adversely affect interference or service conditions," the FCC said, "whereas permission of a few exceptions will in most instances do so."

FCC Instructions

FCC's summary of the change follows:

Effective Dec. 1, 1942, Commission Order No. 107 suspends Section 3.52

(*Continued on page 44*)

Lower Network Wire Charges At Issue in FCC Toll Probe

Fly Says Reduction Would Permit Small Stations To Get Institutionals, Ease War Problems

NEW REDUCTIONS in long-line wire charges for national and regional radio networks will be considered as part of the inquiry into rates of the AT&T Long Lines Dept. ordered Nov. 21 by the FCC, Chairman James Lawrence Fly said last week.

The FCC order, the fourth against the corporation in five years, directed that hearings should be held Dec. 16 to determine why long-distance toll charges should not be substantially reduced. According to the Commission's statement, the Long Lines Dept. earnings for nine months ending Sept. 30, 1942, on an annual basis, range between $47,000,000 to $62,000,000, depending upon allowable rate of return and income tax rate.

The Commission said that this constitutes 24.37% on the net book investment before Federal taxes and surtaxes, and 14.92% after new 1942 Federal normal and surtaxes.

Would Ease Problems

Commenting on the FCC inquiry order, Chairman Fly said, "These excess earnings bear heavily at this time both on the cost of the war and on the cost of living." At his press conference last week, Mr. Fly enlarged on the case "as a very fortunate" factor in easing the problems of small radio stations.

"We want to do everything to encourage extending broadcast network services," the Chairman said, "particularly to the far reaches where service is needed.

"One limitation on the spread of this service has been the long haul charge to reach these stations," he said. "The very places where network programs are most needed are cut off by toll expense. Any rate reduction to meet this need would be a fortunate result."

In three previous FCC-AT&T rate investigations ordered in the last four years, rate reductions were obtained through negotiations. Though the corporation has not officially replied to the FCC order, Walter S. Gifford, AT&T president, said last week that the Commission's figures "are misleading" and "the company therefore feels it must resist a reduction."

Mr. Gifford said the circumstanstances under which the FCC ordered the inquiry "would seem to make no sense." Referring to Chairman Fly's statement on the effect of long distance charges on the cost of living, the AT&T executive declared, "I fail to see how by any stretch of the imagination a reduction in long distance rates will help win the war." He pointed out that the firm's advertising urges the public to reduce its use of long distance facilities, while the Commission's action, lowering rates, would have the opposite effect at a time when "lines are overloaded."

At the time of a rate reduction agreement reached in June, 1941, the FCC estimated that networks spent approximately $5,376,000 for long-line wire facilities. The saving estimated at the time amounted to $250,000, and an additional $25,000 for other lines.

Last Year's Cut

The 1941 reduction totaled about $14,000,000 of all Long Lines Dept. income. The FCC figure for broadcasting's total payments to the firm was $7,968,940 for telephone line facilities, including local as well as network operations. The three networks at that time spent $5,178,730 for network service lines, and an additional $733,375 for facilities for 23 M&O stations. Five regionals spent $197,314 for wire hookup service.

At his press conference Nov. 23, Chairman Fly said that the FCC was anxious to do everything possible for the small station, and that this rate reduction might be beneficial.

"Small stations today have a difficult situation", he said. "Network advertising, mostly good will and institutional programs sponsored by firms with nothing to sell —or not enough to go around— is available in larger cities, but the little stations are not getting much of this business. Revenue of the retail businesses on which they depend is tending to dry up."

He reiterated that FCC hopes to do something about this through its proposed AT&T rate reduction.

GREETINGS to Mutual's newly named president, Miller McClintock, executive director of the Advertising Council (right) are extended by Alfred J. McCosker, chairman of the MBS board at a dinner at which the network's executives and staff met their new chief. It is anticipated Mr. McClintock will take over about Jan. 1.

SENATE Judiciary Committee last week reported favorably a bill (HR-7151) amending the War Powers Act, 1941, to extend censorship of communications to messages between the United States and its territories and possessions. The bill had been passed by the House.

NAB's New Quarters

NEW HOME OF THE NAB in Washington will be occupied within the next few weeks as a result of purchase consummated last week with approval of the board majority, voting by mail on the basis of pictures of various properties offered. It cost $31,000 cash. The four-story 13-room structure, former home of Columbus University Junior College, is located at 1760 N St. NW, just off Connecticut Ave., about two blocks from the Mayflower Hotel. NAB along with all other tenants has been ordered to vacate the Normandy Bldg. on K Street early in December to make way for the RFC rubber conservation staff.

DAY FOR UNCLE SAM

KFWB Turns Over Dec. 6 to Federal Agencies

DIRECTING its efforts to a 24-hour campaign for War Bond sales, KFWB, Hollywood, on Dec. 6 will suspend all sponsored as well as sustaining programs. Observing one year of war, station personnel and facilities will be turned over to the Treasury and other government agencies for the day, according to Harry Maizlish, general manager.

Only regular features to be retained are newscasts and war bulletins which will be interspersed with War Bond announcements. Under slogan, I Buy for Vengeance, special programs with guest talent will be used on the 24-hour schedule as stimulants for War Bonds and a salute to the AEF. Federal, State and city defense councils are cooperating, with auxiliary police and air raid wardens actively participating in the programs. Air raid quarters will remain open during the 24 hours to accommodate bond buyers.

SENATE VOTES BILL FOR SMALL FIRMS

RELIEF from burdensome paper work is possible for smaller radio stations as well as the larger stations as the result of the Senate passage by unanimous vote of a bill (S-1666), sponsored by Senator Murray (D—Mont.), chairman of the Senate Committee on Small Business. The bill now goes to the House.

The bill's principal objectives aim at coordination and reduction of Federal reporting services and to lessen the responsibility on business in general, with particular emphasis on the smaller business, of furnishing many reports and diverse information to various Federal agencies.

Another concern of the committee is the wartime position of many small businesses. Last week it was learned that the committee is willing to study the problems of smaller radio stations affected by various wartime effects of a reduced civilian economy. This attitude was made known to a representative of the NAB but no positive action is expected on this before the return of Neville Miller from a tour of district meetings or possibly before the next board meeting, likely in January.

Proposed Net Program Offered to Paramount

PARAMOUNT Pictures, New York, is considering a weekly half-hour program submitted to it for possible network sponsorship by the Women's Institute of Audience Reactions, and produced by Agnes Grew, director of the Institute and head of its radio department.

It is understood the program tackles story and talent problems as well as carrying specific and institutional advertising. Directed by Mitchell Grayson, the audition transcription now under consideration by Paramount executives features a cast of Selena Royle, Santos Ortega, Chester, Stratton, Florence Robinson, Lorena Scott, Randolph Echols, Frank Butler and Jay Wesley.

Blue Drops Chimes

FURTHER emphasizing the separation of BLUE and NBC as independent and competing networks, the BLUE will discontinue Dec. 1 the ringing of chimes as chain breaks, singing off thereafter with the words, "This is the BLUE network". The three notes, NBC symbol shared by the BLUE up until now, will not be replaced by the latter network until the conclusion of the war. It was found that equipment needed to develop a new symbol involved the use of strategic war materials.

Pabst Music Series

PABST SALES Co., Chicago, has a six-weekly music program on WMCA, New York, titled *Jump 'n' Jive*, heard 8:30-9 p.m. Series started Nov. 2 and will continue for 52 weeks, presenting recorded dance music nightly except Tuesday, when the program is live. Agency is Lord & Thomas, Chicago.

NBC Adopts New Organizational Setup

Fast Action Sought By Plan, States Trammell

AN EXTENSIVE revision of NBC's organizational setup, embodying the establishment of a number of planning and supervisory committees to "expedite planning and action on the major functions of the company" and the creation of two new departments, was announced Nov. 24 by Niles Trammell, NBC president, at a dinner meeting of some 200 executive employes of the network at the Waldorf-Astoria, New York.

At the same time the creation of a junior management committee, whose activities will be closely coordinated with those of the network's management committee, and of an NBC executive group, including all of the company's New York executive personnel, was announced [See separate story on this page].

Group Thinking

In a letter to vice-presidents and department heads, dated Nov. 24, Mr. Trammell called special attention to "two forward steps in our organization setup. The first is the creation of several committees which have been established to expedite planning and action on the major functions of the company.

Each committee is composed of executives most familiar with the problems to be dealt with by such committee. Coordinated group thinking and common understanding of the company's problems are certain to aid substantially in carrying out the companys' policies and attaining its objectives.

"The second equally important step," he stated, "is the material strengthening of our public service organization. The war has greatly increased the activities of the network in this field. Today public service is more important than ever. This fact has been recognized by the establishment of a separate public service department."

Reporting on NBC's operations for the year to date, Mr. Trammell said that despite the loss of approximately 400 employes at the time of the separation of the BLUE from NBC, of 85 more when the Artists Service was separated and of almost 400 additional employes to the government and the military services, "we have managed this year not only to maintain but actually to increase the quantity and improve the quality of our service to the public, the Government and American business."

NBC network sales, he reported, are more than 7% ahead of last year and the increase in time sales on the M & O stations is more than 10%. He quoted the CAB report for Nov. 16 as showing that NBC has 31 of the 50 most popular programs on the air and in the field of public service he mentioned *The Army Hour, NBC Symphony, Chicago Round Table, Inter-American University of the Air* and *Pan-American Holiday* as NBC programs that are outstanding. NBC's broadcasts of special programs furthering the war effort currently average more than 2½ hours daily, he said.

Committee Report

The organization changes, Mr. Trammell announced, were based on the recommendations of a committee which he appointed at the last annual meeting of NBC executives in Hot Springs to devise methods "for further improving our operating efficiency and for executive handling of the extraordinary burden of duties and responsibilities occasioned by the war emergency."

Committee members included Dr. James Rowland Angell, NBC's public service counsellor; William S. Hedges, vice-president in charge of stations; C. L. Menser, vice-president in charge of programs; John H. MacDonald, assistant secretary and assistant to the vice-president and general manager, and Sheldon Coons, business consultant who was recently chosen by the NAB to direct its projected study of the problems of department store merchandising and their possible solution through radio advertising [BROADCASTING, Nov. 2].

First of the new committees, which will meet regularly at least monthly, is the Policy Committee, with Mr. Trammell as chairman; Frank E. Mullen, vice-president and general manager of NBC, as first vice-chairman; Mr. Hedges as second vice-chairman; Dr. Angell; Mr. Menser; Roy C. Witmer, vice-president in charge of sales, and Mr. MacDonald, who will serve as secretary of the committee.

The Policy Committee, according to Mr. Trammell's memorandum to the network's vice-presidents, department and division heads, "will review and formulate the policies governing the operations of the company. It will direct its attention specifically to program, station relations, sales, labor and personnel policies, and to cooperation with governmental agencies on our war activities. The Policy Committee will call on other executives of the company to meet with it whenever the need arises."

Public Relations

A Public Relations Committee, to "formulate plans and procedures governing our contacts with the public in order to maintain the company's position of leadership in its services to the public," is headed by Mr. Mullen as chairman; Albert E. Dale, director of information, is vice-chairman, and members are: John Royal, vice-president in charge of international broadcasting; Frank M. Russell, vice-president in charge of the Washington office; John McKay, manager of the press department; Dr. Angell; Charles Brown, director of advertising and promotion; William Brooks, director of news and special events. Clayland T. Morgan, assistant to the president, will serve as secretary.

Mr. Menser is chairman of the new Program Committee, whose functions are to "formulate and review program policies and program content. It will function as a creative group in the development of new program ideas covering both public service and commercial programs and will give special attention to national needs arising out of the war emergency."

Members of the Program Committee, in addition to Mr. Menser, are: Dr. Angell; Samuel Chotzinoff, manager of the music division; Mr. Witmer; Mr. Brooks; Mr. McKay; Mr. Dale. Miss Bertha Brainard will serve as secretary.

A Technical Development Committee has been set up with O. B. Hanson, vice-president and chief engineer, as chairman and Mr. Brown as vice-chairman. Committee, reporting to the vice-president and general manager, "constitutes a Progress Planning Staff to conduct studies, investigations and technical research on engineering developments promising new services.

"Such developments include television, facsimile and frequency modulation, as well as improve-

(*Continued on page 50*)

Two New Management Groups Formed Among NBC Officers

TO SUPPLEMENT the work of NBC's management committee, comprising all the network's officers and key operating executives, in planning and directing the general network policy and operations, NBC has created two additional management groups, whose establishment was announced last Tuesday at a dinner meeting of some 200 NBC New York executive employes at the Waldorf-Astoria.

First new management group is a junior management committee of 17 members, chiefly of assistants to heads of departments. Easton C. Woolley, assistant to William S. Hedges, vice-president in charge of stations, is head of this new committee and will act as liaison between it and the senior management committee of which he is also a member.

Executive Group

Second new group is made up of all executive personnel of NBC's New York headquarters staff, approximately 200 persons. Both of the management committees are also members of this group, known as the NBC Executive Group. Unlike the management committees, which meet on call, about once a month, this larger group will assemble three times a year, in the spring, fall and winter quarters. The dinner session last week was the first meeting of the group.

Purpose of the organization of this executive group, to familiarize all executives with the overall problems of network operations as well as with those of their own particular jobs and to encourage them to contribute suggestions and criticisms to the company's management, was outlined by Niles Trammell, NBC president, and Frank E. Mullen, vice-president and general manager.

Mr. Trammell also announced the formation of several new executive committees to guide the major activities of NBC and of other organizational changes [See story on this page].

Various phases of the outlook for NBC during the coming year were also discussed, with especial attention given to war problems of programming and publicity.

Management Group

Membership of the NBC management committee takes in all the network's officers, including divisional vice-presidents stationed outside of New York, plus Clayland T. Morgan, assistant to the president; Albert E. Dale, director of the department of information; Charles B. Brown, director of advertising and promotion; W. F. Brooks, director of news and special events; John McKay, manager of the press department; R. J. Teichner, treasurer; Dr. James Rowland Angell, public service editor; Harry F. McKeon, controller; James V. McConnell, manager, national spot sales department; Roy Norr, of Ames & Norr, public relations; Sheldon Coons, business consultant.

The junior management committee, in addition to Mr. Woolley, its chairman, includes the following individuals, listed with their departments: Ernest de la Ossa, personnel; Sheldon B. Hickox, stations; Edward R. Hitz, I. E. Showerman, sales; William Burke Miller, public service; Bertha Brainard, Wynn Wright, Lewis H. Titterton, programs; Joseph A. Ecclesine, William E. Webb, Irene Kuhn, advertising and sales promotion; Sydney Eiges, press; Francis C. McCall, news and special events; Stockton Helffrich, continuity acceptance; George McElrath, engineering; Noran E. Kersta, television.

Revision of Occupation Titles Planned for Communications

Six Committees of BWC Will Study New List; Criticism by Industry to Be Considered

MANPOWER officials last week completed their list of communications industry occupational titles to be used by the U. S. Employment Service to guide local draft boards in deferring essential men.

The list, a revision of one contained in Selective Service Occupational Bulletin No. 27 [BROADCASTING, Oct. 19], will be studied by representatives of six Board of War Communications' committees meeting with War Manpower Committee representatives at the FCC today (Nov. 30), and may be issued within a few days.

Changes Effected

BWC called the meeting of its committee chairmen at the request of the War Manpower Commission, which is understood to have made some changes in the original list of essential communications employes. At today's meeting, industry leaders are to study the revised list in its semi-finished form. This may be the last revision of the list.

The War Manpower Commission pointed out recently in a statement of policy sent to 1,500 field offices of the USES that it would be increasingly severe in designating jobs worthy of deferment. The present list contains occupational titles, similar to the laymen designations in Selective Service Bulletin No. 27, as well as dictionary definitions precisely defining the labor covered by each title [BROADCASTING, Nov. 23].

Communications industry's list has brought critical reactions from both the industry and the War Manpower Commission. Industry officials have complained they were unable to recognize essential jobs under the laymen titles, and that many important positions were not covered, although some minor ones were.

Those invited to participate at the meeting were Committee III, Cable; Committee IV, Domestic Broadcasting; Committee VI, International Broadcasting; Committee VII, Radiocommunications; Committee IX, Telegraph, and Committee X, Telephone. Howard S. Frazier, engineering director of the NAB, and Russell P. Place, counsel, will represent the broadcasters in the absence of Neville Miller, NAB president, and chairman of Committee IV. Earl H. Gammons, CBS Washington director, is expected to represent Committee VI.

According to telegrams sent out by the BWC over signature of E. K. Jett, FCC chief engineer and chairman of the BWC coordinating committee, each of the six BWC branches has been asked to designate one, but not more than two committee members to meet with a man from the War Manpower Commission on a revised list of essential communications titles.

In calling the meeting, the BWC said it had never assumed that Occupational Bulletin No. 27 would represent the final list of essential jobs. "The list had to be studied and revised by the WMC, just as lists for others of the 37 'essential industries' are being revised," the BWC said.

Adam Hat Spots

EXTENDING its annual Christmas promotion campaign to a nationwide basis for the first time, Adam Hat Stores, New York, will use 100 stations in key cities period Nov. 30 through Dec. 23. Campaign will consist of one-minute transcribed announcements for the company's hats, with Henry Morgan, of WOR, New York, delivering the commercials in a humorous vein. Transcriptions will be heard five days a week, both daytime and evening on a varying basis. Agency is Glicksman Adv. Co., New York.

Insurance Spots

NORTHERN MUTUAL Casualty Ins. Co., Chicago, is sponsoring Harland Read on a thrice-weekly quarter-hour newscast on WBBM, Chicago; five participations a week on *Eddie Chase*, WXYZ, Detroit, and thrice-weekly quarter-hour live talent programs, *Homefolks*, on WCAR, Pontiac, Mich. Agency is First United Broadcasters, Chicago.

Advice From WMC

BROADCASTERS should continue to depend on Selective Service Form 42A for deferment of essential workers, War Manpower officials advised last week, suggesting that the industry avoid the use of manning tables.

"As an essential industry, under War Manpower Commission's definitions, communications people are eligible to participate, and we have no objection," the officials said. But the WMC pointed out that the number of employes eligible for deferment under the manning plan would be extremely small in each station and that manning table machinery is "too cumbersome."

The manning table plan provides a schedule for replacement of draftable "essential workers". To be included in such a schedule however, a man must be of such skill that several months will be needed to train his successor.

Recorders Act

AFTER consideration of the replies to its recent letter of protest [BROADCASTING, Nov. 2] over the Government's possible entrance into recording through studios set up by the OWI Overseas Branch, the Assn. of Recording Studios adopted a resolution at its Nov. 25 meeting giving authority to the original committee which drafted the letter to take what action was necessary to solve the problem. The committee consists of Hazard E. Reeves, Reeves Sound Recording Studios, and chairman of the ARS; Ezekiel Rabinowitz, Audio-Scriptions; Maurier Wolsky, Rockhill Radio; Robert Hyndman, G. Schirmer Recording Studios, and Warren Trobb, New York attorney.

BELL TELEPHONE Co. of Canada, Montreal, on Dec. 7 starts a spot campaign on the theme "Don't Telephone Home This Christmas" on 10 Ontario and Quebec stations daily till Christmas. Account was placed by Cockfield Brown & Co. Ltd., Montreal.

WOMEN PAGES on NBC's wartime staff, replacing men in military service, now number nine, including Patricia O'Hara, wife of Fiske O'Hara, noted Irish actor. Lined up (l to r) are: Mrs. O'Hara, Gertrude Vander Poel, Gertrude S. Cole, Rebecca D. Shaw, Marie A. Mayer, Catherine M. Collins, Orilla H. Kidder, Margaret Hemingway, Johanna Boekholtz.

Victor Sholis Is Feted; To Enter Army Shortly

VICTOR SHOLIS, since February, 1941, director of the Clear Channel Broadcasting Service, formed by clear-channel stations to represent their interests, was guest of honor at a farewell party Nov. 28 at the Washington home of Louis G. Caldwell, counsel for the Service. He expected to be inducted into the Army shortly.

Mr. Sholis

Mr. Sholis, former political editor of the *Chicago Times*, who came to Washington in 1939 as assistant to Harry Hopkins, then Secretary of Commerce, has notified the board of his impending departure. It is expected he will be succeeded by his assistant, Allen Miller, who will continue to be headquartered at the Washington offices in the Shoreham Bldg.

Networks in Hollywood Seek More Studio Space

FACING a lack of accommodations for new programs, BLUE, Hollywood, on a month-to-month basis, has rented a studio from KFWB, that city, for temporary origination of the five-weekly five-minute program, *Gracie Fields*, sponsored by American Cigarette & Cigar Co. (Pall Mall), Monday through Friday, 9:55-10 p.m. (EWT). Shifting from New York to Hollywood with broadcast of Nov. 30, the series will emanate from the West Coast for several weeks during Miss Fields' film assignment.

Network recently acquired Hollywood Radio Playhouse under lease, but that structure will not be ready for occupancy in time to accommodate the program shift. Located at Highland Ave. and McCadden Pl. and seating 300, the playhouse will undergo extensive alterations before network programs will originate there, according to Don E. Gilman, Western division vice-president. It will also be utilized by NBC on a monthly rental basis.

CBS, Hollywood, to meet a similar space shortage, has also contracted for rental of a KFWB studio to house the thrice-weekly Harry James, sponsored by Liggett & Myers Tobacco Co. (Chesterfield cigarettes). Program moves from New York to Hollywood in early December so that James can complete an MGM film assignment.

Crash Kills Frear

LT. ROBERT H. FREAR, 26, former chief announcer of WIBX, Utica, N. Y., was killed last week when his Army P-39 plane crashed as he was about to land at Cross City Field, Fla., after a routine training flight. Lt. Frear, an experienced civilian pilot, had received his Army commission only ten days before the fatal accident. Funeral services were held at Utica last Friday afternoon. At WIBX he had edited the *Farm News* program and handled the Socony-Vacuum newscast seven times daily.

XUM

if you're now using radio in the
Charleston, West Virginia market
—or planning to do so in the future
—you should see the Crossley Study
just completed.

5000 on 580

WCHS

John A. Kennedy, President Howard L. Chernoff, Managing Director

Charleston, West Virginia

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CBS Affiliate

Serials and Their Casts Going to War

Soap Operas Take Active Part by Assisting in OWI Campaigns

LONG-ESTABLISHED serials, along with their casts, long dear to many a daytime radio listener familiar with their daily tribulations, are now working for the war effort with startling effectiveness.

Entirely aside from their weekday appearances on regularly scheduled commercial serials, the heroes and heroines of the "soap operas" have taken on the additional task of performing special dramas on the NBC *Victory Volunteers* series and the CBS *Victory Front* programs, both of which are produced by the advertising agencies concerned, CBS and NBC in cooperation with OWI.

CBS has set aside the Monday through Friday period 9:45-10 a.m. while NBC presents its OWI serials five times weekly 10-10:15 a.m.

Facilities Donated

The networks supply their facilities, and participants in the project donate their services as a contribution to the war effort. This includes actors, actresses, advertisers and their advertising agencies, announcers, directors, narrators and special guests, with the American Federation of Radio Artists waiving all talent fees.

The war themes selected for each week's presentations usually tie up with a nationwide war information campaign currently in progress, thus emphasizing the importance of that particular drive, as well as presenting information about it to listeners through a favorite medium.

One of the more pertinent stories presented to date in the OWI project used as its subject the need for converting heating facilities from fuel oil to coal. This campaign, doubly urgent as cold weather approached, came to life during the week of Oct. 26 on NBC with the cast of *Lorenzo Jones* enacting five quarter-hours of human interest comedy built around Lorenzo's futile attempt to invent a gadget to heat his home without coal or oil.

On the Sad Side

On the tragic side, CBS presented that same week a grim picture of "the nature of the enemy" by the cast of *Life Can Be Beautiful*. No listener tuning faithfully to the five episodes of that story could resist the forceful message it presents on what could "happen here", or the theme that "life cannot be beautiful" under Axis domination.

Using the dream technique, the story told of a young girl's dream that the Nazis had come to this country, how they sentenced to death the old bookseller whom she assists, how a cripple in the shop is sent to an institution from which he will never return, and how she herself must kill a Nazi officer to defend herself.

The theme of home nursing has been used on the CBS *Victory Front* series with characters from *Young Dr. Malone* showing the present need for knowledge of first aid in one's community. *Pepper Young's Family* has put over the message on scrap salvage as part of the NBC series for the OWI, and the other subjects covered on the two networks by the OWI include price control, the merchant marines, women in the war, "V. Homes", the United Nations, and children in wartime.

Purposely, the OWI keeps its schedule of advance programs flexible, so that an unexpected war information campaign with no previous notice can be made the theme of a particular serial with a comparatively easy shift of dates or programs—facilitated, of course, by the full cooperation of the networks, advertisers, agencies, and talent.

Such well-known figures as Clifton Fadiman and John W. Vandercook for NBC, and Conrad Nagel, Rex Stout and Bob Hawk for CBS have already served voluntarily as guest speakers, to present plea relating to the topics dramatized.

Setting an Example

Turning from the OWI series itself to the regular commercial versions of the daytime serials, many of the characters in the 50 odd serials currently on the four major networks are setting an example to listeners by joining the armed forces, setting up day nurseries for children of war workers, or making some other effort to help the Allied cause.

The hero of *Our Gal Sunday*, CBS serial sponsored by Anacin Co., owns an aircraft factory and has gone into victory farming. Chichi Conrad, star of *Life Can Be Beautiful* (Procter & Gamble Co., CBS), dances with soldiers in a canteen and has three beaux, all in the armed forces. *Against the Storm* (P&G, NBC), was one of the first serials to place its characters in locales affected by the war, and is currently laid in Denmark where its characters battle with Axis agents in the underground movement. One of the cast of *Young Dr. Malone* (General Foods Corp., CBS and NBC), is now in England on a special war mission; Mollie of *The Goldbergs* (P&G, CBS), enthusiastically runs a day nursery. *Joyce Jordan, M.D.* (General Foods, CBS), is a doctor in a war factory, and is active in promoting a day nursery and victory foods.

All the family and most of the friends of *Pepper Young's Family* (P&G, CBS and NBC), are in some phase of war work. *Stella Dallas* (Chas. H. Philipps Chemical Co., NBC), not only works in a munitions factory, but also sponsors a sewing society for war workers.

Although these examples are selected from less than half the current serials now on the networks on a five-weekly basis, they do illustrate how the "soap opera", oft-accused of being pure escapist drama, is proving its mettle under wartime conditions.

BUY A BOND and sign a plane, was theme of the recent War Bond drive of CBS Hollywood, when Lockheed P-38 Interceptor went on display for a week in the network's forecourt. Bond-buyers autographing the P-38, which was under constant military guard, are (l to r) Eleanore Pelletreau, of network exploitation department; Ben Paley, West Coast production manager, and Harry W. Witt, sales manager of KNX.

Average Rating of Quiz Programs Drops, Says Chappell; Serial Dramas Decline

IN A SORT of postscript to his analysis of the loss of appeal of the daytime serials [BROADCASTING, Nov. 23], Dr. Matthew Chappell, consultant to C. E. Hooper Inc., has released comparable data for listening to quiz shows and serial dramas during the past two years.

From January, 1940 to January, 1941, he states, the average rating of quiz programs dropped from approximately 13.0 to 11.3, while the number of sponsored network hours devoted to such programs rose from 4½ to 7½ a week. From January 1941 to January 1942 the average quiz show rating rose from 11.3 to 12.1, while the weekly total of network hours dropped from 7½ to 5½.

Average Rating

"When all other things are equal," Dr. Chappell states, "the above two-year comparison on quiz programs represents the norm on established types of radio programs. That is to say, when the total number of programs offered increases above a certain point, the listeners are divided more ways. And as the people listen less to each program, the 'average rating' goes down. Trends in total interest in a classification can be judged only by observing the changes in total listening which result from the inter-working of both factors, 'average rating' and 'total hours'."

But, daytime serials do not follow the same pattern as quiz shows. From January 1940 to January 1941 sponsored network daytime dramatic serials increased from 55 hours to 63¼ hours weekly, with an accompanying drop in average rating from 7.0 to about 6.1, Dr. Chappell reports. From January 1941 to January 1942 the network time consumed by these programs dropped from 63¼ to 60¾ hours weekly, but the average rating, instead of rising, also dropped—from slightly above 6.1 to slightly below 5.9.

During 1942 this down trend has continued. From January to October the weekly network hours of daytime dramas dropped from 60¾ to 50, while the average rating likewise declined from about 5.9 to 5.1, more than the expected seasonal change. When the two factors are combined into a "Listening Hour Index", Dr. Chappell states, the drop from January 1941 through October 1942 is seen as follows:

Listening Hour Index, January, 1941, 384; January, 1942, 359; October, 1942, 256.

"This trend," he concludes, "is contrary to that observed in the performance of radio in the evening, Sunday afternoons, early morning and later afternoon, in short, whenever the air is not dominated by daytime dramatic serials."

New Vitamin Account

DePREE Co., Holland, Mich., has appointed Roche, Williams & Cunnyngham as agency. Company will use radio in Minneapolis area to promote Wheatamin Brand moncaps, a vitamin capsule. Phil Stewart is account executive.

For "Extraordinary Heroism ...Great Devotion to Duty... Meritorious Public Service" in Covering the News at Oran

The United States Army Awards the Order of the Purple Heart to Leo S. Disher, of the United Press

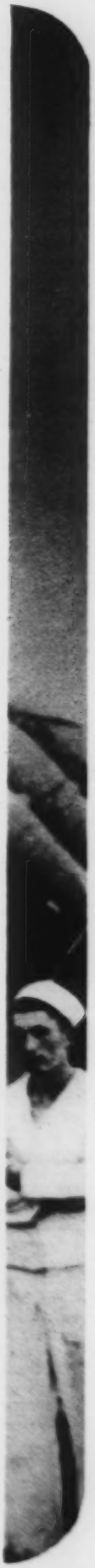
Major-General Lloyd R. Fredendall, of the A. E. F. in Africa, on November 22nd awarded the Order of the Purple Heart to United Press War Correspondent Leo S. Disher.

The citation accompanying the award read:

"Leo S. Disher, Jr., while serving with a United States landing force in the capacity of war correspondent, at the harbor of Oran during the early morning hours of Nov. 8, 1942, distinguished himself by extraordinary heroism and meritorious performance of duty against an armed enemy during the attack on that port.

"In the face of withering enemy fire, although several times wounded, Disher remained at his post on the vessel which was taking him ashore and continued to report for the public press a lucid, accurate and detailed account of the action, in which the greater part of the military and naval personnel aboard the ship became casualties.

"After being ordered to abandon ship, Disher swam to shore and, although again wounded four times, continued to perform his duty in an exemplary manner. With complete disregard for his personal safety, Disher displayed great devotion to duty and rendered meritorious public service by recording the details of the attack on the harbor of Oran."



UNITED PRESS

Revenue Decision On Tax Status of Free Time Sought

Donations to the Government Involved in IRB Study

TREASURY officials revealed last week that the Internal Revenue Bureau is considering issuance of a ruling to decide what total deductions radio stations may make in 1942 income tax payment for time donated to Government campaigns and programs.

It was learned by BROADCASTING that a ruling for radio station managers can be expected within the next week or ten days, following weeks of study by the Internal Revenue Bureau.

The ruling will include an interpretation of an amendment in the 1942 tax law to the famous section 23q of the income tax statute. This amendment reads, in part:

"In the case of a corporation contributions or gifts payment of which is made within the taxable year to or for the use of the United States, any State, territory or any political subdivision thereof or the District of Columbia, or any possession of the United States, for exclusively public purposes . . . to an amount which does not exceed 5 per centum of the taxpayer's net income."

How Much to Deduct

The question to be decided by Internal Revenue officials is whether or not radio stations make a "contribution" in money when they give the Federal and State Governments free time, equipment and talent. If that is the case, radio stations are of course entitled to a 5% income tax deduction.

Some Internal Revenue policy makers believe that radio stations do not, in presenting free Government shows, make an actual monetary contribution to or for the use of the United States. They reason that the radio stations do not have to pay for the time but are merely offering use of their facilities.

It has already been decided that newspapers cannot claim a 5% deduction. The Internal Revenue Bureau has declared that ads donated by the papers to promote, for example, sale of War Bonds are not an actual monetary contribution to the United States.

Nor can newspapers claim that these ads, as "goodwill advertisements," are legitimate business expenses. Internal Revenue experts have decided that it is the "duty and the business" of a newspaper to advise the public to buy War Bonds etc. Thus, they declare, these advertisements are not institutional ads.

In other words, a steel corporation, for instance, could deduct, as legitimate advertising expense and as a "contribution to or for the use of the United States," for an ad asking the public to purchase War Bonds. A newspaper could not.

Newspapers will have to consider such ads, the Internal Revenue Bureau says, normal business expenses and can deduct only the cost of ink, printing, newsprint etc., just as they would for any other news or advertising page.

Whether or not this interpretation will also be placed on radio's efforts on behalf of the war program has not been decided. Some observers at the Revenue Bureau feel that radio stations might well be given a more liberal deduction than is now allowed newspapers.

These observers also believe stations should be given the right to deduct something for such campaigns as they may have waged for War Bond sales etc. Extraordinary expenses, they claim, such as the use of additional switchboard operators to handle War Bond calls etc. should be deductible.

It is not considered likely, however, that radio stations will be given the full 5% deduction for "contributions".

1871 Maj. Gen. C. McK. Saltzman 1942

THE THIRD MAN to serve as head of the radio regulatory authority in this country, Maj. Gen. Charles McKinley Saltzman, chairman of the Federal Radio Commission from 1930 to 1932, died at Walter Reed Hospital in Washington last Wednesday after a brief illness. Gen. Saltzman, who came to the Radio Commission after having served as the Army's chief signal officer, was in his seventy-second year.

Gen. Saltzman

A native of [illegible]nora, Ia., where he was born on Oct. 18, 1871, Gen. Saltzman retired from the Army Jan. 8, 1929. He was named a member of the Radio Commisison on May 2, 1929, succeeding Sam Pickard as Fourth Zone (Midwest) Commissioner. President Coolidge appointed him chairman on Feb. 28, 1930, succeding Judge Ira E. Robinson, who remained as a member. Gen. Saltzman resigned July 19, 1932, to return to private life.

Gen. Saltzman was graduated from West Point in 1896, at the head of his class. He saw action in the Spanish-American War and in the Philippine Insurrection. In 1913 he transferred to the Signal Corps, and was assigned to a series of international missions relating to communications. A 1921 graduate of the Army War College, he served thereafter as assistant to the Secretary of War, and in 1923 was appointed acting chief signal officer. The following year he was given this post for a four-year tenure. He held the Distinguished Service Medal and the Silver Star with oak leaf cluster, awarded for gallantry in action.

Gen. Saltzman is survived by his widow, who resides in suburban Washington, and a son, Col. Charles E. Saltzman, of the Signal Corps, now stationed abroad. The younger Saltzman, also a West Point honor graduate, was an executive of the New York Stock Exchange before the war.

Funeral services were held Nov. 27 with interment at Arlington National Cemetery. High Army and Government officials, as well as former colleagues, were present. On Nov. 27 the FCC adopted a resolution expressing its sorrow over Gen. Saltzman's passing.

Delay in Starting AFM Probe By Senate Group Is Foreseen

But Clark Resolution Has Status of Law and Will Not Die With End of Current Congress

SINE DIE adjournment of Congress when the year ends will not kill the Clark resolution for a Senate investigation into the ban on transcriptions and phonograph recordings invoked by AFM President James C. Petrillo, according to Congressional parliamentarians.

Hearings on the resolution (SRes-286), introduced last August, are tentatively scheduled to begin Dec. 7, but the crush of wartime activity and the holiday season likely will necessitate a delay.

Whereas pending legislation customarily dies with the end of each Congress, it was pointed out authoritatively that the Clark resolution, having been adopted by the Senate, has the status of a law. It thus carries over into the next session and until such time as the mandate of the Senate to the investigating subcommittee has been fulfilled.

Subcommittee to Meet

The subcommittee is headed by Senator Clark (D-Idaho). Other members are White (R-Me.), Tobey (R-N.H.), McFarland (D-Ariz.), and Tunnell (D-Del.). Senator Clark said last Friday he planned to get the subcommittee together this week, in the hope of setting a definite hearing date.

First witness to be called under present plans, will be Mr. Petrillo himself. The union leader steadfastly has refused to explain why he arbitrarily invoked the recording ban five months ago, in the face of wartime requirements. Pleas from high Government officials identified with the war effort that the ban be relaxed have been all but ignored by the AFM head.

When he failed to answer an inquiry from Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, proposing negotiation of some sort of settlement, the Montanan promptly announced formation of the subcommittee to conduct the inquiry, pursuant to Senator Clark's resolution.

Precisely when the hearings will begin is problematical. Senator Clark said he would be guided by the judgment of a majority of the committee. It may be possible to get them under way before adjournment, he said. But even if that does not come about, his plan is to initiate the fullscale investigation early in the new session.

The resolution, adopted unanimously by the Senate, carries a $5,000 initial fund. In addition to the Clark resolution, there also will come before the committee the Clark bill (S-2874) for amendment of the anti-trust laws to outlaw strikes that interfere with the war effort for the war's duration and six months thereafter. Introduced a month ago, this bill is pending before the Interstate Commerce Committee.

In addition to the subcommittee membership of five, it is expected Senator Wheeler will participate in the inquiry, because of his interest in the recording strike.

Orchestra Unionized

There was little discernible activity in the music situation on other fronts during the last week, though preparations were being made for presentation of industry testimony to the Clark subcommittee. Some question arose last week whether the major networks themselves would participate in the proceedings, probably leaving the industry case to the NAB, which has retained Sydney M. Kaye, well-known New York attorney, former executive head of Broadcast Music Inc. and expert in the music-copyright field, as its chief counsel in the entire music controversy.

Regarded as of some significance was the disclosure last Thursday that the Boston Symphony Orchestra, only major entity in the United States which had remained outside the union fold, had come to an agreement with AFM and Mr. Petrillo. The orchestra has been barred from the air by AFM because of its non-union status.

The agreement, it was said, would enable the orchestra, directed by Sergei Koussevitzky, to return to radio work. Off the air since 1940, it is expected that the Boston Symphony will be heard on CBS shortly. It also may resume recording work, though the Petrillo ban, as now interpreted, would stop recorded performances for radio, juke boxes, or other mechanical means.

STELLA UNGER, newspaper columnist and Hollywood news commentator formerly heard on NBC, will be featured on the BLUE in a five-weekly quarter-hour program, *Your Hollywood News Girl*, starting Dec. 7.

THE HEROES DEPART

With the Army welcoming 18-year-olds, with kids by the thousand rushing to enlist at once, it occurred to Westinghouse Station KYW that Philadelphia's first contingent deserved a real salute—and that Philadelphians deserved to hear and feel the mood of the departure.

So Will Osborne's dance band, the singing Andrews Sisters, and the KYW audience dedicated a half hour at the railroad station to the war's youngest volunteers.

Dedicated? They never had a better time! The audience heard, not a sad farewell, but a picnic, a jive session, and a block party all in one. The kids took over the music, the girls, the station, and the whole salute. Wisecracks and rumbas mixed hilariously with farewell kisses and catchy songs. And KYW's millions dried their tears, and laughed until the tears came back, and realized the war was in the right hands now.

Advertising men sense this *mirror of America* in Westinghouse programs. They recognize it as an essential public service, as the essence of modern showmanship, as a sure-fire audience guarantee.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

Personnel Losses Of Stations Shown In Study by NAB

70% Leave in Last Two Years According to New Survey

NEW LIGHT on the manpower problems of individual station operators is revealed by answers to the NAB manpower survey now being compiled. The survey includes answers from 615 of 919 stations licensed by the FCC as of Sept. 15.

On the basis of returns, the survey concludes that stations suffered a 69.5% personnel loss in a two-year period from Oct. 19, 1940 to Sept. 15, 1942. The analysis shows that 26.2% of the persons employed Oct. 19, 1940, were lost to the armed forces during the period. The remaining 45.3% left the station for other jobs or to enter Government service.

Changes at Locals

NAB's report on the survey was prefaced with a warning statement that reports tended to emphasize the importance of small stations' problems, and that figures might have been admittedly low because reaction from smaller stations tended to weight the figures.

On this basis, the survey showed that the average station employed 22.5 persons in 1940, and 21.1 in 1942. Using these figures, the percentages of turnover meant that 4.7 persons went into military service and 10.9 of the 22.5 took other jobs.

Broadcasters employ draft-age men, 18 to 45, in 68.7% of the jobs, the survey indicated. Of these, however, 78% are in Selective Service Classification 3A; 7.3% in 1A or 1B; 5.1% in 4F. Of the 3A men 67% have children, and will be among the last called for service.

Heaviest manpower losses are among technicians, particularly among technical employes of local stations. During the two-year period, clear-channel stations had 56.2% manpower turnover; regionals 69.9%; locals 96.8%.

Reports indicate that some locals had better than a complete turnover in first class technicians, a double turnover in second class technicians, and a complete turnover in program employes. Individual returns showing losses during the two-year period three times as great as the number employed in October, 1940, were not uncommon.

The average station in the NAB survey had 4.1 persons listed as essential for continued operation. The average station employes 4.9 women, the survey shows, an increase of .6% in two years.

Alpha Catalog to AMP

RADIO rights to the catalog of Alpha Music, formerly handled by BMI, are now administered by Associated Music Publishers, according to a letter sent by AMP to its licensees. Several selections will not come under AMP's control until Jan. 1; otherwise the change was effective this month.

SURPRISE TESTIMONIAL luncheon was held at Cincinnati's Netherlands Plaza Hotel Nov. 18 by the personnel of WLW-WSAI to honor James D. Shouse, vice-president and general manager, on the occasion of his fifth anniversary as president of the Crosley broadcasting organization. In token of appreciation for his leadership, "Jimmy" Shouse was presented with a scroll on which all 400 members of the station staffs had signed their names. Left to right: Jimmy Leonard, WSAI program director; Harry Mason Smith, WLW sales manager; William Dowdell, WLW-WSAI news editor; William Robinson, WLW special sales representative (background): Carl D. Groat, editor, *Cincinnati Post;* Chester Herman, production manager; Robert E. Dunville, vice-president and general sales manager; Mr. Shouse; Archie Grinalds, newly appointed to the WLW New York office; George C. Biggar, WLW program director.

Schwimmer Aids OWI

TO ASSIST the Radio Bureau of the Office of War Information in the preparation of tailor-made spots on behalf of the war effort, the OWI has appointed Walter Schwimmer, partner of Schwimmer & Scott, Chicago agency, as advisor and consultant. Mr. Schwimmer will report directly to William B. Lewis, bureau chief, and Douglas Meservey, assistant chief, and will work with a committee including Robert Knapp, I. J. Wagner, Roderick McKenzie, Fred Vosse and David Lewis. He will serve without pay.

CBS SCRIPT POST IS GIVEN LANDRY

ROBERT J. LANDRY, radio editor of *Variety* and a member of the War Writers Board, on Dec. 1 will join CBS in the newly-created executive position of director of program writing, it was announced last week by Douglas Coulter, CBS director of broadcasts.

In his new position, Mr. Landry will be responsible for the entire range of CBS-built programs, Mr. Coulter stated, adding that "it has long been a tradition of the CBS program department that the most important element of any broadcast is the writing that goes into it . . . we believe that Landry's unusual talents and experience will contribute greatly to the further development of our broadcasts."

Well-known as a student and critic of broadcasting, Mr. Landry is the author of the book *Who, What, Why Is Radio?* He has studied radio in England, France, Canada, Cuba and Mexico as well as this country, and has written numerous articles on radio for such magazines as the *Public Opinion Quarterly, Reader's Digest, Atlantic Monthly* and *The New Republic.*

Landry has also lectured on radio at Harvard, Dartmouth, Columbia, Ohio State and New York U, and addressed the annual conventions of the ANA and the AAAA in 1936-37. He was originator of the annual *Variety* show management awards in 1933.

EXECUTIVE LINEUP CHANGED BY WLW

REALIGNMENTS of personnel and functions within the WLW-WSAI broadcasting organization have been announced by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting.

Affected by the change are: Walter A. Callahan, who takes

Mr. Callahan

Mr. Bauer

over the general managership of WSAI from his duties as administrative assistant to the offices of the vice-presidents; Archie Grinalds, WSAI head, who joins the WLW New York office; E. K. Bauer, stations' business manager, who becomes administrative assistant to Mr. Shouse and Robert E. Dunville, WLW vice-president and general sales manager.

Joining the organization as comptroller will be Elmer Boos, prominent Cincinnatian, associated for many years with the Cincinnati Street Railway Co. as treasurer and chief auditor. Mr. Boos will have charge of accounting and auditing.

FM Letter Resumed

FORTNIGHTLY newsletter of FM Broadcasters Inc. will be resumed Nov. 30, the national trade association of FM stations has announced. It will be edited in Washington by Dick Dorrance, former general manager of FMBI. Numerous letters led the directors of FMBI to reverse their original decision to suspend publication. Those interested persons may receive the newsletter by writing FM Broadcasters Inc., 752 National Press Bldg., Washington, D. C.

P&G SEEKS SERIAL REPLACING 'STORM'

PROCTER & GAMBLE Co., Cincinnati, has decided to discontinue sponsorship of the NBC five-times weekly serial *Against the Storm*, following a request by Sandra Michael, scriptwriter of the series, for a release from her five-year contract with P & G on that show [BROADCASTING, Nov. 23]. The program will continue for Ivory Soap Monday through Friday 11:30-11:45 a.m., until Dec. 25, when the current 13-week series is supposed to terminate.

Compton Adv., New York, agency for the show, has made no announcement of a replacement, but is considering a serial version of William Ford Manley's half-hour program *Snow Village Sketches.* Miss Michael will continue as owner and co-author with her brother of *Lone Journey,* another P & G serial on NBC promoting Dreft. Agency for the latter show is Blackett-Sample-Hummert, Chicago.

Another P & G cancellation was indicated last week, when the spot campaign for Lava Soap was reported going off the market Dec. 6. No confirmation was made by Biow, agency in charge.

AFRA Seeks to Confer On Living-Cost Raise

NEGOTIATIONS for increases in the basic sustaining agreements of the American Federation of Radio Artists with the major networks proportionate with increases in the cost of living since the contracts were signed are expected to get under way this week. Union notified the networks recently that it was invoking the clause in its contracts providing for such contracts [BROADCASTING, Nov. 23].

A meeting of AFRA officials with executives of NBC, CBS and BLUE networks and of Mutual members WOR, New York, WGN, Chicago, and the Don Lee network, which signed individual contracts with AFRA, will be held in New York early this week, according to Emily Holt, executive secretary of AFRA. At this meeting arrangements for negotiations will be made or, if the network representatives are unwilling to negotiate, the question will be submitted for arbitration, as provided in the contracts.

Griffin to Be V-P

FOLLOWING a report two weeks ago that Frank R. Griffin, a vice-president of J. Stirling Getchell, New York, would join Compton Adv., New York [BROADCASTING, Nov. 23], that agency last week announced that Mr. Griffin would definitely become a vice-president of the company about Jan. 1, 1943. Compton will be agency for the Socony-Vacuum Oil Co. account when the Getchell firm is liquidated next February, and Mr. Griffin will probably serve in a supervisory capacity for that account. No further information was available as BROADCASTING went to press on the report that the Getchell branch offices and personnel would be absorbed by Compton after Feb. 1.

RESTS DURING STANDBY PERIODS

Mean Longer Life For Your Transmitting Tubes

It pays to let transmitting tubes "take it easy" during standby periods! Even though such care might not be considered normally, it now looms important in gaining the last possible hour of operation from tubes that may be difficult to replace.

HEATER-CATHODE TYPE TUBES—Where some operating delay can be tolerated, it is a good practice to drop the heater voltage as much as 20% during long or frequent standbys. This conserves the cathode and minimizes contamination of the grid by active material evaporated from the coating.

TUNGSTEN AND THORIATED-TUNGSTEN-FILAMENT TYPE TUBES—Every time a filament is turned on or off, it passes through a temperature range in which it has reduced strength. This repeated action may cause warping and, eventually, grid-filament shorts. Rather than turning off the filament during short standbys, reduction of filament voltage to 80% of normal will prevent warping, will enable the filament to come up to operating temperature quickly, and will avoid evaporation of emissive material.

During standby periods, tubes using thoriated-tungsten filaments should have their filament voltage decreased to 80% of normal provided the periods are of less than 15 minutes' duration. For longer standby periods, the filament voltage should be turned off.

Tubes using tungsten filaments should have their filament voltage decreased to 80% of normal for standby periods of less than two hours. For longer periods, the tubes should be shut down. At reduced voltage, a tungsten-filament tube will last about ten times as long as at normal voltage. Its hot filament also acts as a "getter" to maintain a high vacuum within the tube.

Care should always be taken in starting up tungsten filaments, and never should the filament current exceed, even momentarily, a value of more than 150% of normal. Wherever possible, it is wise to operate the filaments of all types of tubes on the low side—perhaps 5% down when only light loads are involved. As previously explained, even this small reduction may actually double tube life—a mark well worth shooting at these days, even at the possible cost of some slight decrease in station efficiency.

RCA

Transmitting Tubes

RCA MANUFACTURING CO., INC., CAMDEN, N. J. . . . A SERVICE OF THE RADIO CORPORATION OF AMERICA

ASCAP Provides New War Series

Designed for Use Following Five-Minute News Programs

A NEW SERIES of wartime programs, titled *Marching to Music* and featuring two compositions and a patriotic script within the 10 minutes allotted for each broadcast, will be available Dec. 15 for all stations licensed to broadcast the music of ASCAP members.

Keyed to the tempo of a world at war, the series should, its producers feel, prove especially valuable for use following five-minute newscasts, filling the remainder of the quarter-hour in an appropriate manner.

Profit From Music

This is the second program to be issued by the ASCAP Radio Program Service Division, headed by Robert L. Murray, public relations director of the Society. Following the negotiation of new contracts between ASCAP and the broadcasters after a period of strife, Mr. Murray began searching for some way in which ASCAP might help the broadcasters to turn the Society's music licenses into means of profit rather than expense.

Mr. Murray began his sales-aid campaign by offering ASCAP-licensed stations a series of weekly half-hour scripts allowing time for eight musical numbers. Appended to each script is a sheet suggesting three or more possible compositions for each musical spot, and giving the names of composers and publishers and also the numbers of phonograph records and transcriptions of each suggested tune. Scripts are sent to stations in 13-week groups to enable them to present a full campaign to prospective sponsors.

The first batch of the half-hour programs went out last spring; the third 13-week series has just been mailed to stations requesting it, a total of 548 United States stations and about 60 more in Canada, Mr. Murray reported. With the introduction of the new ten-minute daily scripts and the continuation of the half-hour weekly series, ASCAP is now making available to each of its radio licensees a total of 78 hours of programs annually, in addition to special scripts for use on holidays or special occasions, he said.

Coast Finance Spots

PERSONAL FINANCE Co., Hollywood (finance), in a West Coast winter campaign is utilizing a series of transcribed announcements featuring Ken Carpenter, announcer, on a list of 15 stations. With local office tieln, an average of one daily is being used on KLO KROY KUTA KGB KGO KFRC KDB KTMS KGDM KPAS KRSC KOMO KEX KGW KVOS. Series was cut by NBC Hollywood-Radio Recording Division. Agency is Al Paul Lefton Co., Hollywood.

Banking on the Radio Industry

Letter Addressed to American Broadcasters Through 'Broadcasting' By Secretary of the Treasury Henry Morgenthau Jr.

THE SECRETARY OF THE TREASURY
WASHINGTON

NOV 21 1942

Dear Mr. Codel:

As the Treasury Department moves into full stride in its payroll savings campaign to TOP THAT TEN PERCENT BY NEW YEAR'S, we at the Treasury Department are impressed, once again, with the fine cooperation of the entire broadcasting industry. Without exception, all four of the major networks, every affiliate of CBS, MBS, NBC, every local station, has given freely of broadcasting time, talent and promotional ideas to reach the public with our War Bond messages.

The cooperation of the radio industry with the Treasury Department not only has been unselfish and complete but it has been and is productive of magnificent results. Merely one example of what you have helped to accomplish may be seen in this fact: In October, 1942, there were 23,300,000 American men and women putting $287,000,000 of their pay into War Bonds every month through payroll savings.

Now we are banking on the radio industry -- with confidence to help the Treasury Department sign up 30,000,000 working men and women in payroll savings for Bonds equal to at least ten per cent of their gross pay.

There is no need to tell you how important the success of this drive is to the successful financing of our war effort, and to the checking of inflation.

The radio industry has proved its understanding of our War Savings Campaign through its generous cooperation. On behalf of the Treasury Department, I should like to extend my thanks and congratulations.

Sincerely yours,

H. Morgenthau Jr.

FOR DEFENSE BUY UNITED STATES DEFENSE BONDS AND STAMPS

Mr. Martin Codel, Publisher
The Broadcasting Magazine
National Press Building
Washington, D.C.

Twenty Year Club Li... Will Be Issued Dec. 1...

MEMBERSHIP ROSTER of th... Twenty Year Club, radio veteran... group headed by H. V. Kalte... born, NBC commentator, will ... issued as a private publication D... 15, and will be sent only to ... credited enlisted members. Contai... ing biographies of some 70 mem... bers associated with the ra... industry for at least 20 years, a... published by the Brooklyn Pre... the book will be available to t... general public at a cost price of $... through H. V. Kaltenborn, 9 Ga... den Place, Brooklyn, N. Y.

Recent additions to the membe... ship list [BROADCASTING, Aug. ... Nov. 16] are: Patrick Hen... Barnes, NBC; Thomas Cow... WNYC, New York; Vaughn ... Leath, Buffalo; Walter Van N... trand, Atlanta; Judith C. Wall... NBC, Chicago; W. Gordon Swa... WBZ-WBZA, Boston; Frank ... Arnold, radio consultant; Robe... H. Owen, KOA, Denver; M. ... Shapiro, *Radio Daily*, New Yo... Deadline for acceptance of appli... tions for memberships to be lis... in the book is Dec. 1.

Quiz Show Bond Tour

PLANS to send the popular q... program *Information Please* o... personal appearance tour to s... war bonds, were announced ... week by NBC. First engagement ... from Symphony Hall in Bost... Dec. 4, with war bonds serving ... admission tickets. Further out-... town broadcasts of the progr... will be about one month apart. ... remaining broadcasts each mo... continuing as usual to origin... from Radio City, New York. Am... ican Tobacco Co., New York, spo... sors the series for Lucky Str... Agency is Lord & Thomas, N... York.

U. S. Recognizes Radio's War Effor...

Key Officials Laudatory Of Industry's Part In Beating Axis

REASSURANCES that the role of broadcasting in the war effort is not going unrecognized, are contained in a series of letters to the NAB from key Washington officials whose agencies have made the most frequent calls upon radio for aid in their various appeals to the public. Addressed in most cases to President Neville Miller, the letters in the main set forth attitudes and policies of the respective agencies toward radio's wholehearted donation of its facilities, all on a gratis basis, for the various campaigns for which the Government has sought the assistance of the industry.

Even FCC-BWC Chairman James Lawrence Fly, often labelled as anti-NAB, took occasion last month to write to Mr. Miller to state his belief that "unanimous recognition should be given to the necessity for preserving this service at peak efficiency so that it may continue its manifold contributions to the prosecution of the war." Mr. Fly's significant letter follows in full text:

Essential, Says Fly

It seems to me that the importance of radiobroadcasting in the national war effort is self-evident and can hardly be overstated.

Effective mass communication of information as to why we fight, what we are fighting against, and the efforts which are now being made and must in the future be made to guarantee victory is assured if radio stations can operate at full efficiency. Officials of other agencies of the government may well be able to inform you better than I of the part radio has played in achieving public cooperation and response to specific civilian endeavors such as the elimination of waste, scrap collections, and war bond subscriptions, to name only the most obvious. The Office of Civilian Defense has, I believe, placed a great deal of reliance upon radio to inform citizens of the steps necessary for the adequate protection of the public in the case of airplane attack. The armed forces have been aided in recruiting drives and in other ways through the use of station facilities. As you know, the Office of War Information has issued several revisions of its Radio War Guide, and even the most cursory examination of this document should reveal the essential character of the information which can be and is being conveyed to the public through the medium of radio.

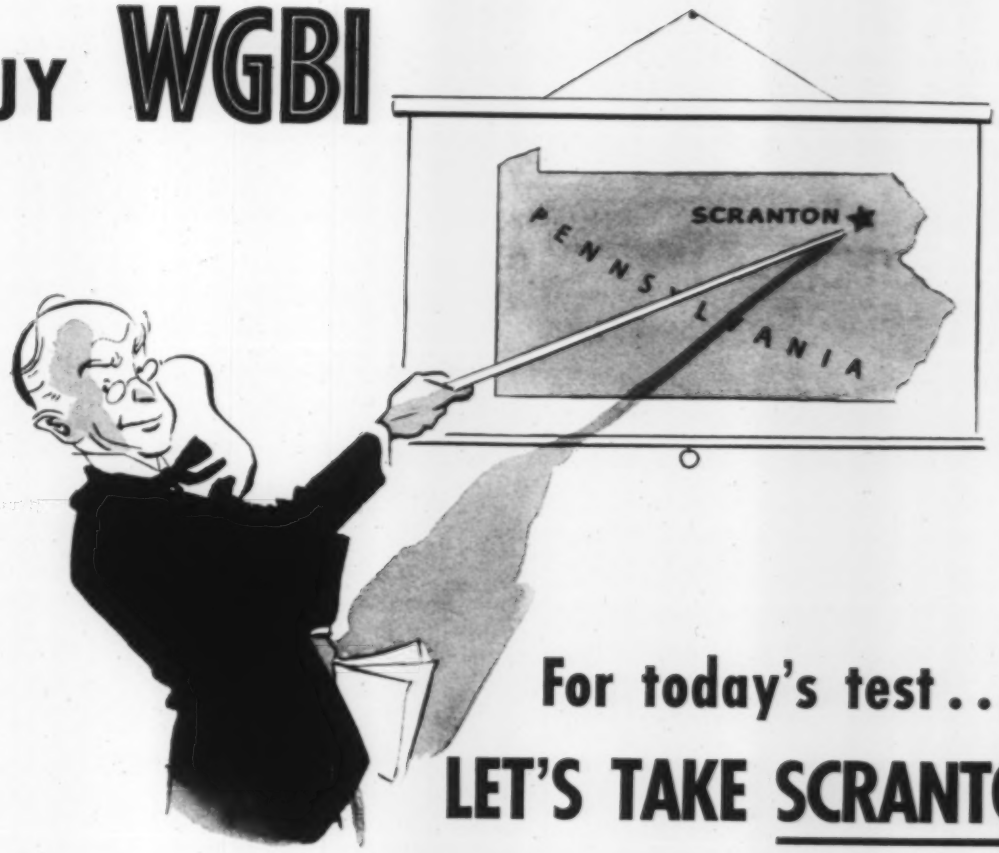
Over and above this sketchy list of specific services performed by radio I cannot emphasize too strongly the vital role radio plays in the maintenance and building of morale. Radio carries programs of sustaining and cultural inspiration. Its news services and commentators convey the realities of the present struggle and bring realization of the necessity for emergency measures. Its importance in providing entertainment and recreation during periods of rest should by no means be minimized.

The War Manpower Commission and the Selective Service System have classified radiobroadcasting as an essential service. It is my belief that unanimous recognition should be given to the necessity for preserving this service at peak efficiency so that it may continue its manifold contributions to the prosecution of the war.

From Federal Security Admi...

(Continued on page 38)

BUY WGBI



For today's test . . .

LET'S TAKE SCRANTON!

• Whether you have advertising or products to test, you need a market that's *hot* and you need real coverage in that market. WGBI gives you BOTH! It gives you Pennsylvania's prosperous Scranton–Wilkes-Barre area (the nation's 19th market) . . . and it gives you coverage that's *complete!*

• WGBI is the only regional or clear channel station serving this spending population of 629,581. Outside stations just don't get in over the Pocono mountains. And even if they could they'd be up against the hard fact that 98% of all daytime listeners and 96% of all nighttime listeners throughout Scranton's home county tune in WGBI regularly. (Dr. Starch and Staff Survey.)

• Is it any wonder that so many advertisers who took WGBI *for example*, KEPT WGBI FOR GOOD!

SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE

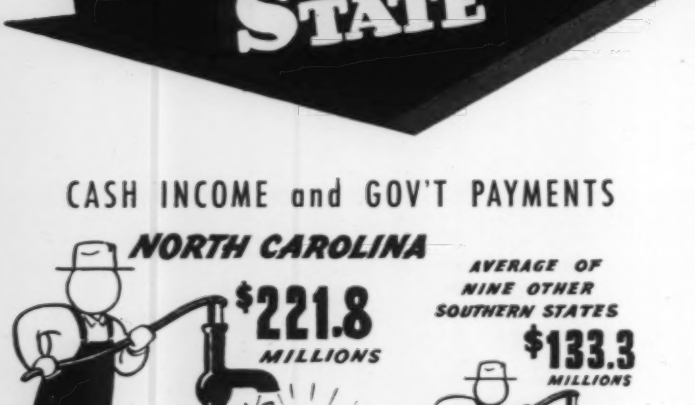
910 KC
1000 WATTS DAY
500 WATTS NIGHT

FRANK MEGARGEE, *President*

JOHN BLAIR & COMPANY
National Representatives

NORTH CAROLINA is the SOUTH'S No. 1 AGRICULTURAL STATE

CASH INCOME and GOV'T PAYMENTS



WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

NBC — 680 K.C.

FREE & PETERS, INC. National Representatives

Merchandising & Promotion

Underground Journalism—House Organ—Farm Problems—Drug Promotion Plan

AN EXCITING and authentic reminder of the war being fought in the cellars of Nazi-occupied Europe was available to listeners last week who wrote in to WQXR, New York, after the 10 p.m. broadcast of *La Libre Belgique* (Free Belgium) on Nov. 26. The broadcast was a dramatization of how an underground newspaper is printed in the cellar of an occupied country, with those distributing it facing almost certain death. A complete copy of *La Libre Belgique*, dated June 1, 1941, recently reached the Belgian Information Center, New York, and reprints were offered to listeners requesting it.

The newspaper gives as the name and address of its editor "Peter Pan, Jardin D'Egmont, Bruxelles", a statue in a park of the Belgian capital. The address of the editorial offices is that of the German military commander at 1 Place du Trone.

* * *

B & W House Organ

BROWN & WILLIAMSON Tobacco Corp., Louisville, has started distribution of a monthly house organ called *B & W Radio News*. The four-page publication features merchandising suggestions to salesmen and dealers, a "guestatorial" column by company executives, news and pictures of B & W sponsored programs, *Plantation Party, Pipe Dreams, Tommy Dorsey, People Are Funny, Red Skelton & Co.* Agency is Russel M. Seeds Co., Chicago.

* * *

Dr. Malone's Kits

FIRST-AID KITS have been distributed to radio editors by Benton & Bowles, New York, as promotion for the NBC daytime serial, *Dr. Malone*. Card enclosed with each gift bears the names of the two leading characters. General Foods Corp., New York, a B & B account, sponsors the program on behalf of Post Bran Flakes.

* * *

Newspaper Tieup

SIX DAYS a week, 7:15-7:30 a.m., the *Boston Traveler* sponsors over WEEI, that city, *The Traveler Goes to Work*, and at 4:45-5 p.m., *The Traveler Goes Home*. Programs are largely news and interviews with plugs for the newspaper. Interviews include talks with reporters, editors, feature writers, camera men, business office and composing room employes.

* * *

Farm Problems

TO PUBLICIZE IN rural communities its *National Farm Radio Forum* the CBC is sending to cooperative societies, farm community centers, rural post offices and other rural distributing posts a folder on its farm broadcasts. The folder lists the 44 CBC and privately-owned stations carrying the farm broadcasts and the forum for discussing the wartime problems of the farmer. A list of coming discussion subjects is detailed.

Farm Award

FARMERS of the Midwest may compete for an award instituted by Mal Hansen, farm service director of KSO-KRNT, Des Moines. Merits are judged on these points: Unusual record in war production during 1942; activity in community agricultural affairs; unusual farming ability with extremely limited labor.

* * *

WOV's War Bond Rally

RECENT War Bond Rally held by WOV, New York, at Manhattan Center, netted Uncle Sam $313,000. More than 5,000 patriotic Americans of Italian origin bought War Bonds, the price of admission to the program. The station prepared a souvenir program booklet, telling the story of WOV and its guiding principles, sale of which aided the Italian division of the USO.

* * *

Hawk's Jokes

FIRST of a series of questions, answers and jokes taken from Bob Hawk's CBS program, *Thanks to the Yanks*, has been issued by the network in the form of a news release titled "Posers & Pranks". It will be a regular feature. The quiz program is sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Agency, William Esty & Co., New York.

DRUG ITEM PLAN

Minnesota Druggists Hail Year Round Idea

A NEW kind of drugstore product merchandising campaign, sponsored and endorsed by the Minnesota Pharmaceutical Assn., the Twin City Retail Drug Assn. and the Minnesota Pharmaceutical Travelers, will be started Dec. 1 by KSTP, St. Paul.

Member druggists of the State and Twin City associations will tie into a year-round merchandising calendar to be adapted to local merchandising conditions. Promotions will be one to three weeks in length with two one-minute announcements daily on KSTP.

The KSTP merchandising plan differs from other radio-drug group plans in that the Minnesota Pharmaceutical Travelers, representing drug manufacturers and wholesalers, will be merchandising ambassadors for KSTP-advertised products. There will also be a store tie-in link between the radio advertising of each promotion and the actual point of purchase. Druggists will be provided with a "Radio Recommended" poster which will plug radio promoted items, not only those currently advertised, but other KSTP promotions as well.

Druggists of Minnesota are enthusiastic about the plan, it was reported after a recent meeting of more than 450 druggists of the State.

16th District Urges FCC to Ease Rules

Operator Requirements Are Held Too Strict at this Time

AFTER unanimously re-electing Harry R. Spence, KXRO, Aberdeen, Wash., as district director for a two-year term, the 16th NAB District, meeting in Portland Nov. 19-20, adopted a resolution to be forwarded to the FCC petitioning that agency to relax some of the regulations covering operator requirements. The resolution sought relief from this phase of the growingly acute manpower problem at Northwest stations, and was introduced by Marshall H. Pengra, KRNR, Roseburg, Ore.

The meeting, like all of the preceding district meetings, after hearing NAB President Neville Miller's report on the AFM-Petrillo situation, unanimously endorsed the NAB stand. Speakers at the two-day session, presided over by Mr. Spence, included: Ralph Block, OCD regional director; Eugene Carr, Office of Censorship; Ensign Philip N. Bladine, Navy pubic relations; Sgts. R. N. Vernstrom and W. J. Vessey, Marine Corps; Palmer Hoyt, publisher of the *Portland Oregonian;* Lew Avery, NAB director of advertising.

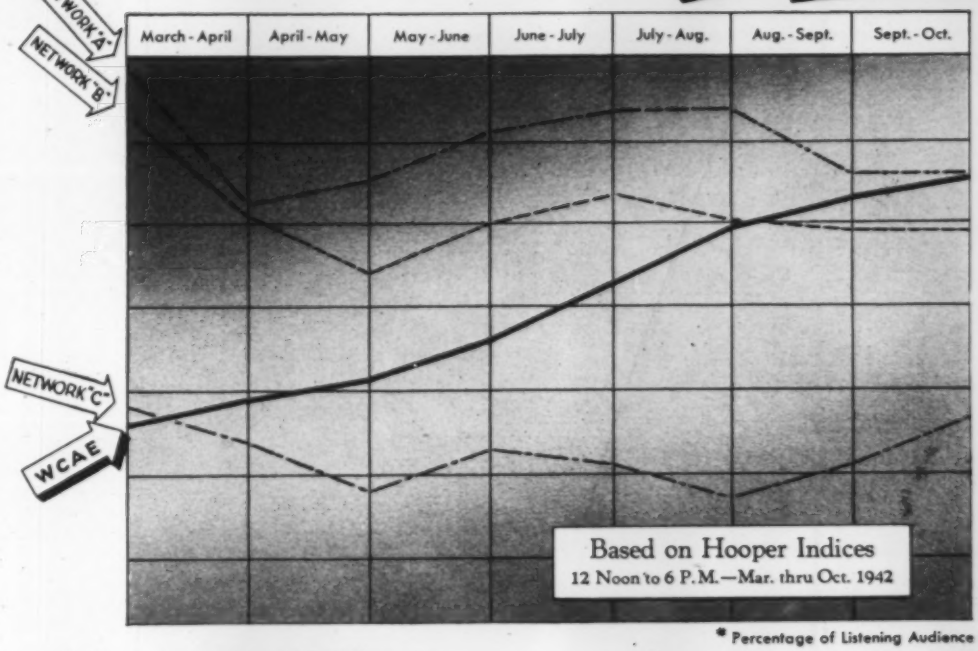
Support Retail Plan

Stations pledged financial support to the retail promotion plan after hearing Mr. Avery at a sales session presided over by Arthur Gerbel, KOMO-KJR, Seattle. The proposed OWI station plan was later presented to the whole group by Carl Haverlin, BMI, acting for OWI, and by OWI's Radio Branch chief, William B. Lewis, and it was unanimously endorsed. Among guests at the meetings was Harris Ellsworth, part owner of KRNR, Roseburg, newly elected Congressman from Oregon. Attending were:

Attending Portland Meeting

Harry R. Spence and Fred G. Goddard, KXRO; Chet Wheeler, Warren E. Stoffer, Ralph R. Cronise and Hal Byer, KWIL; James C. Wallace, KAST; Frank H. Loggan, KBND; Joe Chytil, KELA; C. O. Chatterton, KWLK; Sheldon F. Sackett and Ben Stone, KOOS-KVAN; Lee Bishop, KMED; Mr. & Mrs. Tom Olsen, KGY; Hank Swartwood, Harry H. Buckendahl and Ted Kooreman, KALE; Mary Elizabeth Gilmore, KBPS; Arden X. Pangborn, R. Quenton Cox, Homer J. Welch, Norman J. Sugg and Harold C. Singleton, KEX; C. W. Myers, Art Kirkham and Ted W. Cooke, KOIN-KALE; Chester R. Duncan and Charles Couche, KOIN; W. J. Jerman and Art L. Morey, KWJJ; Marshall H. Pengra, KRNR; Robert S. Nichols, KEVR; Arthur Gerbel Jr., Charles A. Bailie, John Pearson and Beatty Stevens, KOMO-KJR; O. A. Runchey, KOL; Robert N. Priebe, KRSC; Florence Wallace, KXA; Harvey Wixson, KHQ-KGA; A. O. Moore, KMO; Barney Kenworthy, KODL-KWRC; S. W. McCready and Sidney Leeman, KVAN; Donald A. Wike, KUJ; J. A. Murphy, KMO-KIT; Jennings Pierce, NBC station relations; Gerald King, Standard Radio; Carl Haverlin, BMI-OWI; E. J. Gough, SESAC-Treasuy; J. F. Gale, United Press; John Livingston, Associated Recorded Program Service; Trevor Evans, Washington State Defense Council (Radio Director); Frank L. Hill and L. W. Tromslitz, KORE; L. L. King and Ralph E. Smith, KUIN; J. F. Hiddleston, KIRO; George Ludlam, asst. chief of radio, OCD, Washington; Maj. Carlton Spencer, Selective Service, Oregon; Florence Clements, OWI, Seattle.

LOOK at WCAE ZOOM!



* Percentage of Listening Audience

You CAN'T Ignore this Amazing Gain

The biggest news in the radio business today is the spectacular way WCAE has zoomed to the top in Pittsburgh.

Eight months ago WCAE was trailing the three other *network stations* in the race for afternoon listeners. Then things started to happen. WCAE started to climb. One by one the competing *network stations* were "polished off", until now WCAE is running in a photo finish for first place.

The "Tune Factory Program"—MUSIC and NEWS every afternoon from 1:00 to 5:30—has sparked this tremendous surge of WCAE to the top.

The facts speak for themselves! WCAE can deliver an afternoon audience far greater than two of the other network stations and only 3/10 of 1% behind the leader!

WCAE
PITTSBURGH, PA.

For availabilities and complete information consult WCAE
—or—
THE KATZ AGENCY
New York Chicago Detroit
Kansas City Atlanta Dallas
San Francisco

1250 K.C. 5000 WATTS

MUTUAL BROADCASTING SYSTEM

We're experimenting so you won't have to

General Electric is operating today one of the world's most complete television stations, WRGB, at Schenectady. There, within the limitations of full-scale war production, G. E. is gaining practical knowledge on which to build a new industry.

For a clear television picture on a fluorescent screen is only the beginning of television. From there on out, problems still loom. What will television offer that movies, theater, concert hall, school, and radio cannot

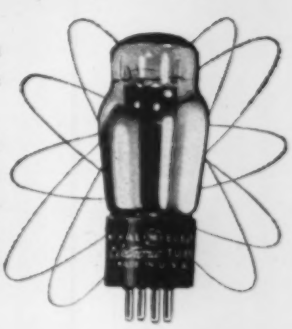
To help you plan for television, visit General Electric's proving-ground station WRGB, shown above

offer? Will the television screen make a good teaching platform? Will it further the fine arts, science, industry? What has it to contribute uniquely to the church?

How, in short, will television best serve the public welfare? How best improve our lives?

General Electric electronic engineers are studying and improving transmission and reception. And studio manager and program staff are urged to give fullest expression to creative talents and ideas. For the General Electric vision is to make television stand on its own feet as a new cultural and entertainment medium, with its own important place in our affairs.

In the future, when you are planning your television station, General Electric will be ready with a wealth of experience in television programming and techniques. General Electric today is scanning tomorrow. Radio, Television, and Electronics Department, General Electric Company, Schenectady, New York.



LEADER IN RADIO, TELEVISION, AND ELECTRONIC RESEARCH

GENERAL ELECTRIC

160-A1-6918

TELEVISION

Calavo Growers Signed For Blue Sardi's Series

CALAVO GROWERS of California have signed for two five-minute participations weekly in the BLUE's *Breakfast at Sardi's*, bringing the total of sponsors to nine, and completing the sale of all available time on the program. Six of the advertisers are in the food business.

They are, in adidtion to Calavo Growers, Skinner & Eddy Corp., Minute Man Soup Mix; Fisher Flouring Mills, flour and cereal products; Washington Cooperative Egg & Poultry Assn., Lynden chicken; Kellogg Co., Pep. Other sponsors are: Sales Builders, Max Factor cosmetics; A. S. Boyle Co., Old English products; Chlorine Solutions, Hy-Pro. Agency for Calavo is J. Walter Thompson Co., San Francisco.

MAURICE C. DREICER, commentator, on Dec. 2 starts weekly review of war propaganda of the Axis and the United Nations on WBNX, New York.

Plan to Collect Radio, Juke Box Fees On Recordings for Live Music Proposed

A PROPOSAL to form a National Foundation of Music, which would collect from juke box and radio performances of recorded music and use that money to employ live musicians for public performances, is advanced by Bernard B. Smith, New York attorney, as a solution to the present AFM ban on recorded music, in an article, "What's Petrillo Up To?", in the December issue of *Harper's Magazine*.

After reviewing the history of the Petrillo edict and the growth of recorded music, with its concomitant decrease in employment opportunities for live musicians, Mr. Smith raises two questions:

"First, do the American people like canned music so well that they are willing for it to replace the 'live' variety? And second, if so, does a democracy have any obligation to those workers who are displaced by technological improvements?"

Fee Plan Suggested

Stating that a large number of people want live music, Mr. Smith suggests "that a National Foundation of Music be organized, composed of three members—one designated by the AFM, one by the broadcasting and recording industries, and a third by the FCC. This Foundation would collect from the places in which juke boxes are located a percentage of the revenue of each machine. (Perhaps 20%, or 1 cent out of every nickel, would be a reasonable figure.) . . . A somewhat different arrangement would have to be made with respect to the radio industry.

"Stations might for instance be required to set aside a percentage of the revenue they derive from broadcasting recorded or transcribed music on commercially sponsored programs. (Again, 20% might be appropriate; but this could be adjusted to the various economic factors involved.)

"The station could use the money which was set aside in this way to pay the salaries of such 'house' musicians as it saw fit to employ, turning over to the Foundation that part of the money which was not so used. Such a plan would encourage the use of live musicians by stations which now employ few or none, and would not interfere at all with those stations whose payroll for musicians already equaled or exceeded 20% of the revenue from recorded or transcribed programs."

Mr. Smith goes on to point out that to pay a percentage of income from the use of records to Petrillo and the AFM would, when "added to the existing practice of demanding 'standby' orchestras and grossly oversized radio 'house' bands, constitute in effect a virtual recognition by the AFM that 'live' music must continue inevitably to increase. We shall end by having not jobs for unemployed musicians but a dole for unemployed incompetents."

More Than a Dole

In answer to his second question, he concludes: "If it became clear that the American people no longer want to hear 'live' music the National Music Foundation could then be empowered to see that the charge made upon the public performance of recorded music be devoted thereafter to compensation of displaced musicians during a reasonable period of vocational retraining.

"Whether men spend their lives acquiring skill in the use of a trowel or a bassoon is not of basic importance. What is important is that we should have a democracy which provides something more than a dole for those of its citizens who are robbed of their craft by the impact of technological labor-saving improvements."

More Listening

WITH particular emphasis on radio news commentators, there has been a 25% increase in radio listeners since Pearl Harbor, George Moskovics, West Coast sales promotion director of CBS Hollywood, stated in discussion during the Nov. 15 broadcast of *What's It All About*, weekly educational feature released to Pacific Coast stations of that network. He declared this trend will continue after the war, thus keeping the public informed on the peace settlement to come.

C. E. HOOPER rating for President Roosevelt's address over the four major networks, Tuesday, Nov. 17, at the closing session of the *New York Herald-Tribune* Forum, was 48.0—the same as that received by Wendell Willkie for his Oct. 26 broadcast on the same hookup. The chief executive's radio audience is estimated at 36,350,000, while the former Republican candidate rated a slightly lower figure, 36,320,000.

The Most Welcome Guest At Texas Firesides

Down here in Central and South Texas, fireside may mean the front "gallery" of a prosperous home. For, in much of this favored section, about the only sign of winter is that a new growing season is under way.

Fireside is another word for home and, in these Texas homes---with their newly multiplied buying power---the 50,000-watt voice of WOAI is the most welcome guest, as evidenced by EVERY C. E. Hooper Listening Index for San Antonio, Austin and Corpus Christi over a period of more than a year.

50,000 WATTS
CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Purely PROGRAMS

WITH two sponsored programs featuring the Metropolitan Opera Co. already on BLUE, an additional series was launched Nov. 26 on the same network on a sustaining basis by the Opera Guild under the title *Metropolitan Opera, U.S.A.* With Lawrence Tibbett, baritone, as m.c., the program presents young artists who have already gained opera contracts for this season. The half-hour broadcasts are aired on the BLUE Thursday, 7:30 p.m., followed by a repeat on WJZ for the New York area at 11:15 p.m.

Other "Met" programs on the BLUE are: *Metropolitan Auditions of the Air*, sponsored Sunday, 6:30-7 p.m. by Sherwin-Williams Co., Cleveland, and broadcasts of the Saturday afternoon performances of the opera company, sponsored by Texas Co., New York.

* * *

Sear's War Bond Show

FOUR Sunday programs, titled *Peoples Payroll Party*, are a new series inagurated by KOIN, Portland, Ore., and sponsored by Sears, Roebuck & Co., to boost the Treasury's War Bond sales campaign. Format of the show is informal, with comedy by Owen Dunning, stories by Charles Robison, music by Joseph Sampietro's studio orchestra and mixed vocal chorus. Johnny Carpenter is ringmaster and Bill Mears does the script. Director of Sears promotion in Portland, Dave Showalter, reads a letter, "Sin-Searsly-Yours" addressed to former employes now in the armed forces.

* * *

Youth in War

ANALYZING elements of the home in relation to wartime circumstances and development of children, a weekly half-hour program, *Our Home, a Workshop in Living Together*, has been inaugurated on Pacific Coast stations of Don Lee Broadcasting System, Friday, 1:15-1:30 p.m. (PWT). Series of five weekly broadcasts started Nov. 20 under supervision of Mrs. W. K. Cobb, director of the department of home service for the Parent-Teacher Association.

LATENT TALENT among the announcers of WKZO, Kalamazoo, provide a quarter-hour hillbilly act for Foley & Co., Chicago (home remedies). Music makers are (l to r): Joe Hooker, Paul Aurandt and Johnny VandenBosch.

Tune Guessing

LISTENERS are called upon to guess the titles of the recorded popular music played on the *Guess the Tune* program heard thrice-weekly at noon over WIP, Philadelphia. Winners selected among those sending in the correct titles are awarded movie passes for downtown theatres. Accompanying the answers with a box cover of Dr. Jayne's Cough Remedy, sponsor of the program, brings the winner an additional $5 cash prize. The quarter-hour program is conducted by Doctor Rhythm, assumed by Howard Jones of the WIP announcing staff. The program is produced by the J. M. Korn Agency, Philadelphia.

* * *

Dental Tips

ST. LOUIS Dental Society is heard in a broadcast over WIL, St. Louis, each Monday afternoon. The program is presented in cooperation with the Office of Civilian Defense, and advises listeners on dental care and mouth hygiene as essential in the execution of a total war effort. Prominent local dentists participate.

* * *

Books Aloud

READING ALOUD from best-selling novels and popular classics, for housewives engaged in their morning tasks, Maurice Joachim, writer, producer and storyteller, has started a five-weekly series on WHN, New York, titled *To Be Continued*. Books will be read in their entirety. It is estimated that over the period of a year, the series will make available to radio listeners from 30 to 40 novels and stories.

* * *

More Radio Gremlins

TO ASSIST listeners in preserving the life of their receiving sets, NBC on Dec. 4 at 10:30 p.m. EWT will broadcast *Frankly Mr. Feebish*, a drama about a "gremlin" who attacks radio sets rather than airplanes. Program was written by Neal Hopkins, NBC staff writer, and Morris Mamorsky has composed special music.

* * *

Program For Pets

SATURDAY morning quarter-hour program, *Animals in the News* on WAIT, Chicago, conducted by Dr. W. A. Young, managing director of the Anti-Cruelty Society of Chicago, covers care and feeding advice for any sort of pet animal. Amusing tales of unusual pets and the role dogs play in the war effort are also covered by Dr. Young's discussions.

* * *

Feats of Heroes

FEATURING STORIES of the feats of America's war heroes, *It Happened in the Service*, formerly heard on NBC Pacific Coast stations only, is now presented on the full NBC network with the exception of WEAF, New York.

Any Way You Figure It . . .

IT'S KOA *First* IN DENVER

It doesn't take a mathematical marvel to figure the "best buy" in Denver radio. It's as easy as ABC to see it's KOA . . . the *only* station in Colorado that can put 50,000 watts behind your sales messages. Not only that, but KOA is owned and operated by the National Broadcasting Company . . . the network *most* people listen to *most*.

Let your nearest NBC representative give you the full story. Call him today about KOA!

From every Vantage Point

KOA FIRST in Denver

50,000 WATTS · 850 KC. KOA First in Denver

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

The MOMENT Your Orde

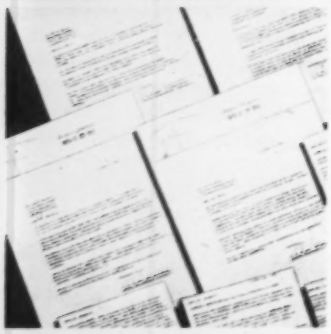
WISH Swin

with its sale p

8 POINT MERCHANDISIN S

1 PRE-ANNOUNCEMENTS

WISH schedules at least 2 pre-announcements each day for one full week in advance of the beginning of any new *program* series. Best available times are used for these "advance" announcements.



2 DIRECT MAIL LETTERS

WISH will create and mail, first class, letters to the trade: jobbers, wholesalers, voluntary and national chain offices and important retail outlets. This service is available WITHOUT COST to advertisers using a minimum schedule of 13 weeks.

3 PERSONAL CALLS—SURVEYS

A member of the capable and experienced WISH Merchandising Staff is available at all times to make a reasonable number of calls on the trade, conduct surveys, or promote WISH programs. Counter displays, store signs, or simple window displays of the sponsor's merchandise are arranged.

★ ★ ★

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into Action

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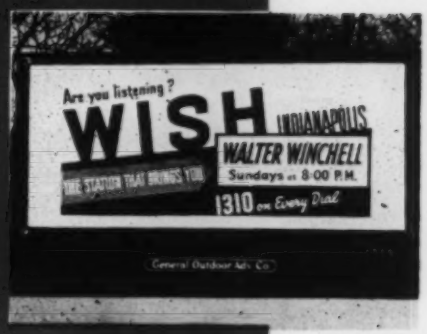

6 OUTDOOR ADVERTISING

WISH uses dominant billboard advertising, with standard General Outdoor 24-sheet posters, to keep sponsors' programs "in the public eye." At choice locations, throughout the metropolitan area, these outdoor displays call favorable attention to the programs of WISH advertisers.

7 WINDOW STREAMERS

WISH will create and provide the sponsor's salesmen or delivery men with a minimum of 300 window streamers (30 inches in length by 12 inches in width) for use in promoting WISH programs in windows or interiors of retail outlets. If desired, WISH programs will distribute the window streamers at a small cost to the client.

4 DISPLAY ADVERTISING

WISH buys and schedules display advertising in Indianapolis newspapers to publicize new or established radio programs. Prior to the beginning of a program series, WISH will schedule a minimum of 200 lines of display advertising. Additional advertising is provided throughout the life of the program.

8 STUDIO SALES MEETINGS

WISH provides attractive facilities for large or small sales meetings to be conducted by WISH clients. For example—one WISH sponsor recently invited his 45 salesmen and their wives to attend a "preview" of his new WISH radio program. A special 15-minute entertainment feature, using the station's staff talent, was presented for their pleasure. An executive of WISH then addressed the guests, explaining the advantages of their forthcoming radio series. A special audition of the program concluded the "Preview."

5 STREET CORNER POSTERS

For "program" advertisers, WISH will produce and display, two-color posters (32 inches long by 24 inches wide) in special display frames located on 100 of the busiest street corners in Indianapolis. These posters carry the name of the product as well as the program they publicize.

★ ★ ★

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HICAGO SAN FRANCISCO
ETROIT LOS ANGELES
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CAPITOL BROADCASTING CORP. · INDIANAPOLIS, IND.

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'Radio Fatigue'

AS UNCLE SAM'S time-clearance agency, manned by case-hardened radio and agency men drawn largely from industry ranks, no establishment of the wartime Government is more keenly aware than the OWI Radio Branch of that indefinable something called, for want of better nomenclature, "radio fatigue". Too much of the same, dinned into the ears over and over again, can defeat the end in view—and the end, in the case of the Government's many radio campaigns, is the enlistment of public support of the many war drives.

But the public can be dinned to death with appeals to buy War Bonds, register tires on time, join the ration card lines, enlist in this branch of the service or that. If OWI Director Elmer Davis' estimate before a Congressional committee recently, that radio's free time contributions are at the rate of $64,000,000 per year, is accurate—and it probably is as nearly accurate as it is possible to estimate—the enormity of Uncle Sam's "sponsorships" can be gauged in the light of the $175,000,000 worth of business done by all radio stations and networks last year.

Hence it is gratifying to learn from OWI's Radio Bureau, the chief funnel for government approaches to stations, that its policy henceforth will be to concentrate not on placing more government advertising on the radio but on improving what is already on the boards. Quality rather than quantity, its officials say, must now be stressed—and to insure quality they are seeking the advice and assistance of some of the best copywriting brains in the industry.

The network allocation plan of OWI has worked well. The big job to be done now is among stations, besought to use Government spots and transcriptions. These must be timed and spaced and synchronized with network appeals so that the public won't be oversold. Plans are afoot to effectuate a modus operandi which will work to the advantage of Government and stations alike. There *is* such a thing as *too much advertising*, which, inducing "radio fatigue", defeats its own end.

The Ladies Will Decide

AGAIN the soap opera gets its sporadic shelling from some quarters and its sporadic encomiums from others.

Inevitably, any mention of the five-a-week portrayals of American life and loves will start an argument in radio and advertising circles. And that's what Dr. Matthew N. Chappell, C. E. Hooper consultant, started when he told a group of broadcasters and advertising folk in New York that the soap opera is out of tempo with the stepped-up pace of American life and that it is losing its appeal.

Though Dr. Chappell supported his derogatory data with graphs and trend lines, many of his audience failed to agree that these harbingers of romantic achievement and frustration have actually lost their hold on America's housewives. They agreed, though, that it was a good idea to take apart the serial and expose it to impartial clinical treatment.

Just as the ink was drying on Dr. Chappell's charts, the Office of War Information lent its approval to a resume of wartime achievements registered by the much-maligned soap operas [see article in this issue].

Here the daytime serials are praised—and with official blessing—as a highly helpful institution for promotion of the war effort and the elevation of public morale. Through the serials the OWI is reaching countless millions every quarter-hour with messages about rationing and furnace conversion and all the other projects involved in gearing the nation to victory over the Axis.

Dr. Chappell's data carries the voice of statistical conviction. And the OWI's pleasure at the serial's value as a wartime weapon is equally convincing.

The answer?

As usual, it will be supplied by the millions of housewives whose ears will be lured or antagonized by the devious denouements that fill the network air from dawn to dusk. So long as the ladies listen, the sponsors will pour their good money into serials. If they stop listening in any appreciable numbers, the sponsors will soon know it and the serials will quickly disappear.

Post-War Planning

OBSCURELY mentioned in FCC-WBC Chairman Fly's recent address before the Rochester convention of the Institute of Radio Engineers [BROADCASTING, Nov. 16], was the necessity for what he called "sound depreciation policies" in the light of war-worn equipment. Mr. Fly was forecasting an enormous post-war expansion of radio and television after the war. He urged the engineers to set up post-war planning committees, for he inferentially foresaw a virtual reshaping of our communications system, especially broadcasting, after the war is won and when new radio equipment and personnel are again available for normal pursuits.

We asked Mr. Fly to elucidate his point regarding depreciation. He said he felt the existing broadcasters, large and small, must not be caught unaware by changing techniques and new equipment requirements after the war. They must, if they can, bank enough money to be ready for "new technological advances like FM and television". The Treasury's obsolescence factor for depreciation writeoffs in taxes may not be sufficient to meet post-war needs, and some new policies of accounting may have to be instituted, he said.

Mr. Fly admitted he had not had time to give the depreciation and obsolescence factor enough study to make definite recommendations. He believes the broadcasters themselves, working with the best brains in the engineering and accounting fraternities, must lay the preliminary groundwork. The Commission's regulations may be relaxed, as they have been, for the war's duration in order to conserve equipment—but they will be tightened again, and tightened hard, when the war is over.

The prudent radio executive must be prepared, not only with a knowledge of the probable things to come but with ample reserves for the great post-war changes that will come to his business. Granted that business in many localities is slipping, and that the high war taxes are reducing profits, the broadcaster to stay in business must still be ready for the demands that will be made upon him, technically and financially, when hostilities cease. The IRE and NAB could do nothing more useful than to create joint committees now to prepare for that day.

The RADIO BOOK SHELF

THE STORY of World War II, from the Nazi invasion of Poland on Sept. 1, 1939, to July 4, 1942, is told by Oliver Gramling, assistant general manager of Press Association, and 65 AP correspondents around the world in *Free Men Are Fighting* [Farrar & Rinehart, New York, $3.50].

Insofar as was feasible the day-to-day history is given by the stories filed by the reporters, with Gramling supplying the connective background material. So skilfully has he done the job that what might have been a mere scrap-book emerges as a colorful continuous report of a global war. Every reader will find his own highlights in the volume, which includes every type of news story.

Numerous maps throughout the volume illustrate the actions described in the text and an appendix gives thumbnail biographies of the correspondents on whose material the book is based.

COMPLETE with a new 50-page chapter on the War Emergency Radio Service, the 20th edition of the American Radio Relay League's *Radio Amateur's Handbook* is now available [The Rumford Press, Concord, N. H., $1]. This year's wartime edition points out that in tens of thousands of minds the thought is echoed "Someday the war will be over . . . someday we'll be on the air again." Book gives radio theory, FCC regulations, information about parts and other reference data for radio technicians, amateur and professional.

We Pay Our Respects To —

WILLIAM LUNZ LAWRENCE

CIRCUMSTANCES, not choice, conspired to catapult William Lunz Lawrence, West Coast director of radio operations for Pedlar & Ryan, into a radio career. Back in early 1925 jobless 19-year-old Bill answered an ad in a Minneapolis newspaper. WAMD neeeded an announcer. Lawrence appeared for the audition.

Directed to a studio, he was handed a sheaf of news clippings and told to start reading. Young Lawrence read steadily for almost 15 minutes—until he was halted by an announcer who identified the station. Then Bill learned he had been on the air all the time!

Three months later Stanley E. Hubbard, today operator of KSTP, that city, fired the boy with the remark that he was the "worst announcer I have ever heard". Dismayed but undaunted, the young hopeful went directly to WCCO, he crashed the offices of the late Henry Bellows, then station manager and vice-president of CBS. Bill didn't spare himself. After telling Mr. Bellows that he'd just been fired for being the "worst announcer", Bill countered that he didn't agree with the man who said it. Mr. Bellows, startled by such frankness, hired the boy. From then on Lawrence went places.

Born in Two Harbors, Minn., Oct. 9, 1906, Lawrence began early to acquire the sort of background which has proved invaluable in his radio-agency career. His first essay into the dramatic field was as an amateur actor when he played lead in his high school's senior play.

During the summer of 1923 Bill went on tour producing home talent shows in the hinterlands. The company supplied lyrics, costumes and scenery, using local home talent. Upon occasion director Bill was called upon to take part in the show and therefore had to understudy all parts. In one instance he was forced to don flowing robes and pose as the Statue of Liberty.

Young Lawrence paid his way through U of Minnesota during 1924 and 1925 by leading his own dance band, tooting a saxophone and part-time announcing on WCCO. Summers, band and leader played in Estes Park, Colorado, as The Royal Entertainers. When the agggregation went back to Minnesota, it became The Rocky Mountain Entertainers. One summer Bill took over Dave Rubinoff's Orchestra, acquiring costumes, scenery and trick properties, successfully touring the Midwest. Continuing with his WCCO announcing chores, he gradually abandoned outside interests, and took on station production duties, eventually becoming program director.

In fall of 1933, long before radio discovered Hollywood, Lawrence decided that there were opportunities in southern California. He went West and, to use his own words, "starved to death" for two years as a freelance Hollywood announcer. Going to work in 1935 for KNX, then an independent station, he wrote and presented four newscasts daily. Seven months later CBS acquired the station as its Los Angeles outlet. With change in status to a network station, Bill became producer of *Reunion of the States*, sponsored by Forest Lawn Memorial Park Assn. Augmenting his production responsibilities, he was assigned by McCann-Erickson to direct the weekly CBS *Dr. Christian* series, sponsored by Cheseborough Mfg. Co. He held that post during 1938 and 1939.

During his association with CBS, Lawrence found plenty to do. It was his job to produce the first completely visual radio show for that network. Titled *Your Witness*, the successful experiment in television technique was broadcast during 1936 and 1937. In 1938 Lawrence created the *I Was There* program. Assignments had him busy on production of *Camel Caravan*, *Texaco Star Theatre*, *Jack Oakie Show* and other outstanding network sponsored programs.

In 1939 he left that network to produce and announce the weekly NBC *I Want a Divorce*, sponsored by S & W Fine Foods Inc. (coffee). Bill worked with Emil Brisacher, president of Brisacher, Davis & Staff, San Francisco agency servicing the foods account, on the half-hour series until early 1940. In April, Lord & Thomas beckoned, and the now seasoned veteran produced the NBC *Union Oil Show*. During the three summer months, he handled the weekly NBC *Union Oil Opera*. Fall of 1940 saw him assuming new agency responsibilities as he took over production reins of the NBC *Bob Hope Show*, sponsored by Pepsodent. That assignment continued until the fall of 1941 when Bill formed his present association with Pedlar & Ryan.

With purchase of Orson Welles' services for a CBS program, under sponsorship of Lady Esther Co., Pedlar & Ryan appointed Bill Lawrence its West Coast director of operations. He continued in his general supervisory capacity until last January, when Welles' goodwill trip to South America left a blank spot on the Lady Esther calendar. With Freddy Martin

(*Continued on page 37*)

Personal NOTES

EDGAR KOBAK, executive vice-president of BLUE, left New York Nov. 26 for a tour of the West Coast, where he will confer with network affiliates, starting with a meeting with Don Gilman, vice-president in charge of the BLUE western division, in Spokane. En route to the West Coast, Kobak was scheduled to visit the Chicago office of the network. He will return Dec. 14.

FRED L. ALLEN, Southern California manager of William G. Rambeau Co., station representatives, has been placed in charge of Pacific Coast operations. He will work out of Hollywood, offices having been moved to 5833 Fernwood Ave., that city. Telephone is Granite 3636.

JACK RADFORD, station relations supervisor, Canadian Broadcasting Corp., Toronto, is on a tour of the Maritime stations, returning early in December.

LOUIS MAIN, former space salesman for Red Arrow Publications, has joined the sales staff of KDB, Santa Barbara.

DANIEL C. BEATTIE has been appointed sales and production director of the U. S. Recording Co., Washington. He was writer-director of the daytime serial *Helen Holden, Government Girl*, formerly heard on MBS.

BOB WOOD, Chicago representative of WOR, New York, is the father of a boy.

LT. WARD INGRIM, formerly commercial manager of KFRC, San Francisco, has been graduated from the Army officers training school at Miami Beach, Fla., and is now assigned to public relations section of Army Air Forces West Coast Training Center, Santa Ana, Cal.

TRACY MOORE, Western division sales manager of BLUE Hollywood, discussed "Radio's First War" as guest speaker at the Santa Barbara Advertising & Merchandising Club meeting Nov. 23.

BENSON KING PRATT, New York radio publicist and talent manager, on Nov. 21 married Mildred Harriett Holmer, pianist, in Elkton, Md.

NAT DONATO, manager of the New York office of William G. Rambeau Co., station representative, has been inducted into the Army.

GALEN GILBER, sales manager of KUOA, Siloam Springs, Ark., is the father of a boy born Nov. 15.

GORDON DAVIS, producer and dramatic writer of KIRO, Seattle, has been appointed education director in place of Miss Hazel Kenyon, who has joined the WAVES. Davis was formerly with WILL, Urbana, educational station of U of Illinois, and radio director at Cornish School of the Arts, Seattle.

H. S. PUTNAM has been appointed supervisor of personnel relations for the Canadian Marconi Co., it has been announced by Reginald M. Brophy, general manager. He formerly was in charge of the company's advertising and general publicity, which he will continue to supervise.

FRANCIS (Frank) HEALY, formerly Hollywood radio talent agent and radio contact of RKO Radio Pictures Inc., and now a major, is stationed at Fort Worth flying training command headquarters of the Army Air Forces, as public relations officer.

ED WILKERSON Jr., commercial manager of WSLI, Jackson, Miss., is the father of a girl born Nov. 18.

R. C. Maddux Is Named To Board of Bamberger

R. C. Maddux, vice-president in charge of sales of WOR, New York, has been elected a member of the board of directors of the Bamberger Broadcasting Service, operator of WOR, as well as member of the station's executive committee, it was announced Nov. 23 following a director's meeting.

Mr. Maddux

Mr. Maddux joined WOR in December, 1940, as director of sales, and last year was appointed vice-president in charge of sales. A graduate of Washington and Lee U and the Harvard Business School, Mr. Maddux was previously managing director of the New Jersey Council For Industrial Development, and prior to that director of advertising and publicity for the New England Council. He has also served as sales manager of the New England Division of the Pan-American Petroleum Co.

ROBIN HARRIS, New York newspaperman and movie writer, has been named director of publicity for United Artists Corp., filling a post vacant since last spring, when Albert Margolies resigned.

HAVIN' ANY LUCK IN HORSE SHOE BOTTOM (Ky.)?

Luck is where you find it—but you probably won't find much in Horse Shoe Bottom, Mossy Bottom or Fanny (Ky.)! That's because the Louisville Trading Area, *alone*, has 35.5% *more* buying power than the rest of Kentucky *combined*—makes 53.9% of the State's total retail purchases!... So, for luck you need Louisville—and for Louisville you need only WAVE, the NBC station that gives you complete coverage at lowest cost! Write today for availabilities!

LOUISVILLE'S WAVE

5000 WATTS ... 970 K. C. ... N. B. C.

FREE & PETERS, INC.
National Representatives

BEHIND the MIKE

DAVE ELTON, producer of NBC Hollywood, has been assigned permanently to the weekly *Furlough Fun*, sponsored by Gilmore Oil Co. (petroleum products), on that network. Elton, currently working under direction of Nate Tufts, production supervisor of Ruthrauff & Ryan Inc., agency handling the account, is one of three producers originally assigned to the show.

TODD HUNTER, formerly newscaster of WBBM, Chicago, has joined the Marines as a first lieutenant and will be stationed at the Navy Pier in Chicago.

BARRY BARENTS, announcer of WTAG, Worcester, has resigned to become Central New England representative of Transit Adv., New York. Olive Merrill has joined the continuity staff of WTAG.

PAUL LANGFORD, special events director of KPAS, Pasadena, Cal., has joined the Army Air Forces.

JACK TEMPLE, formerly announcer of KYA, San Francisco, has joined KQW, that city.

ENS. HOWARD M. PAUL, on leave as continuity and publicity writer of WTMJ, Milwaukee, recently became father of a girl. He is now public relations officer at the Naval Aviation Training School, Navy Pier, Chicago.

BILL MARLOWE, former music director-announcer of WLOK, Lima, O., and WKST, Newcastle, Pa., has joined the announcing staff of WKBN, Youngstown.

Newest WAAC

NORINE LOWE, director of women's program activities of WWNC, Asheville, N. C., left that post last week to become a private in the WAAC, at Fort Des Moines, Iowa. Miss Lowe received several farewell gifts from station owners and staff, and became the first member of WWNC's program department to enter the armed services.

Miss Lowe

HILDEGARDE DYER, formerly of *Magazine Digest*, has joined the publicity department of WOR, New York, replacing Virginia Cornish, who resigned to go with *Mademoiselle* Magazine. The stations' artists bureau has lost Joseph Wider, who entered military service ten days ago.

CY NEWMAN, former program director of WPDQ, Jacksonville, has resigned to join WIOD, Miami.

LARRY ROTHMAN, former program director of WALB, Albany, Ga., has been commissioned second lieutenant in the Coast Artillery and is now stationed at Camp Stewart, Ga.

ALLAN PAGE, program director of KVOO, Tulsa, has been appointed chairman of Tulsa War Program Managers Committee, which will integrate OWI releases on the three Tulsa stations. Jack Hoffman, KTUL, and Jim Neal, KOMA, are other committee members.

AARON G. HANGER, of the sales department of WOR, New York, is the father of a girl.

RALPH L. POWER, Los Angeles radio counsellor, who recently observed his twentieth anniversary in the industry, has been elected to the grade of Companion in the Australian Institute of Radio Engineers.

DAVID STARLING, formerly announcer of KFI-KECA, Los Angeles, is now an officer candidate at Infantry School, Fort Benning, Ga.

FRANK DUNNE, announcer of WOR, New York, is the father of a baby boy.

VERNA E. WISHART, secretary to Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, is to be married to Signalman S. C. D. Smith Dec. 5, at Toronto.

FRANK WILLIS, Canadian Broadcasting Corp. special features supervisor, Toronto; Peter Stursberg, CBC roving reporter, Vancouver; Clifford Speer, CBC mobile unit engineer, Toronto; T. O. Wiklund, CBC special events chief, Toronto, were present at the opening of the Canada-Alaska Highway Nov. 22, feeding the ceremonies to the CBC network.

THOMAS FLYNN, CBS publicity staff member, reported Nov. 27 at Camp Dix for induction into the Army.

A. BURKE CROTTY, of NBC's television department, is the father of a girl born Nov. 13.

ED CERNEY, assistant music supervisor of NBC Chicago, was recently inducted into the Army.

CLAUDE TAYLOR has been named program director of WLVA, Lynchburg, replacing Eric Lund, now in the Army.

CLAIRE HARRISON CARI-CARE, continuity director of KWK, St. Louis, recently was counsellor on radio at a vocational guidance conference held at Lindenwood College, St. Charles, Mo., for students of several midwestern colleges and universities.

JIMMIE WILLSON, former program director of WWL, New Orleans, and latterly announcer of WWDC, Washington, on Dec. 6 joins WAPI, Birmingham, in charge of night programs. He will be succeeded by Jack Lowe, from WAIR, Winston-Salem, N. C.

JAMES CLARK, former announcer of WWJ-W45D, Detroit, has completed the officers' pre-candidate training course at Camp Robinson, Ark., and is home on furlough, following which he will report to Officers Candidate School, Fort Benning, Ga.

WATSON HUMPHREY, formerly producer of *Uncle Walter's Doghouse* and *Plantation Party* for the Russel M. Seeds Co., Chicago, has joined the production staff of KGO, San Francisco.

ARNOLD WILKES and Roger Goodrich, announcers of WGY, Schenectady, have been inducted into the Army. Three new announcers on the WGY staff are: Earle Pudney, formerly of WIOD, Miami; Jarvis Rice and Ed Barry, formerly of WGEO-WGEA, Schenectady shortwave stations.

FRED LEVING, formerly publicity director of Hal. R. Makelim Productions, Chicago, has joined the production staff of WGN, Chicago.

CLETE ROBERTS, special events director of BLUE Hollywood, has taken on additional duties of news broadcast director. He also serves as on of the trio of commentators on the five-weekly BLUE sustaining feature, *Men of the Land, Sea & Air*.

CHARLES PENDLETON, announcer, formerly of KIEM, Eureka, Cal. has joined the staff of KSFO, San Francisco.

TOR DANLEY, formerly of the CBS publicity department, has taken over the radio publicity work formerly handled by Lois Lorraine as a free-lance. Miss Lorraine is now press representative of WEAF, New York.

EDWARD TOMLINSON, BLUE commentator and authority on Latin-American affairs, is author of a series of articles appearing in the Sunday section of the *New York Herald Tribune*.

LT. ROBERT SINCLAIR, formerly New York stage director and now in the Army Air Forces, has been given a similar assignment on the weekly BLUE *Wings to Victory*, government-endorsed half-hour program originating from Santa Ana, Cal.

LUIS ALCIVAR of the special events staff of the CBS Latin American division, has joined the entourage of Ecuador's President Carlos A. Arroyo del Rio, now visiting the United States, and is broadcasting a nightly summary of the president's activities on CBS international stations WCDA and WCRC.

PERFORMANCE
DEPENDS UPON ACCURATE WORKMANSHIP
EACH OF OUR DEPARTMENTS IS TRAINED TO BE ACCURATE
accurate
WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT
SAN FRANCISCO · HOLLYWOOD

KWKH
CBS-50 KW
The Selling Power in the Buying Market
A Shreveport Times Station
SHREVEPORT, LA.
The Branham Company

STEPHEN J. BURKE, formerly of WTAG, Worcester, and Russell H. Snow, formerly of WCOP and WHDH, Boston, have joined the announcing staff of WBZ, Boston. Arch MacDonald, former announcer of WBZ-WBZA, has been commissioned a lieutenant (jg) in the Navy.

LOWELL SMITH, formerly program director of KFXM, San Bernardino, Cal., has joined KHJ, Hollywood, as announcer, not KNX, as erroneously announced in BROADCASTING Nov. 16.

CPL. HILLIARD H. MARKS, of the Army Air Forces, and formerly gag writer on the weekly NBC *Jack Benny Show* sponsored by General Foods Corp. (Grape Nuts Flakes), married Harriette Haddon, film actress of Beverly Hills, on Nov. 23. Cpl. Marks is the brother of Mary Livingston (Mrs. Benny).

LESLIE RATTATZ, formerly on the staff of Allen Gordon, Beverly Hills, publicity service, has joined NBC Hollywood, in charge of trade news.

LEO ARNAUD, Hollywood musical director, is guesting on the Don Lee Network, Hollywood, pending appointment of a permanent musical director. Post had been held for the last five years by David Rose who recently joined the First Photographic Unit of the Army Air Forces.

TOM TURNBULL, merchandising manager of WMRN, Marion, O., and formerly of the staff of WFMJ, Youngstown, has left to join the Army.

VERA BROWN, receptionist of KOA, Denver, recently visited her husband, Stan Brown, former news editor of KOA, at Fort Leonard Wood, Mo. Elsie Alexander has joined the secretarial staff.

ELIZABETH PENNELL, scriptwriter, has joined KJBS, San Francisco.

DAVE SCOFIELD, announcer of KFRC, San Francisco, has joined the Army Air Forces.

BILL GAVIN, formerly music supervisor of KOMO-KJR, Seattle, has joined KQW, San Francisco. He is m.c. of his own program, *Hi Neighbor*, six mornings weekly.

BILLY GRATTON has joined the announcing staff of KIDO, Boise. Betty Nelson, hostess, was married recently to Sgt. Don Nelson of Gowen Field, Boise.

BOB FIDLAR, announcer of WHIO, Dayton, recently became the father of a girl.

JOHN RICHBOURG, announcer of WLAC, Nashville, is the father of a boy born Nov. 14.

PHIL BECKER, former announcer of WTIC, Hartford, has joined the Army and is now in officers training school at Ft. Monmouth, N. J.

DON deWALD, formerly of the dramatic staff of KHUB, Watsonville, Cal., has been promoted to fulltime announcer and producer. Pat Hettick is night operator-announcer.

DAN RAFFERTY, former announcer of WOC, Davenport, has joined the announcing staff of WHO, Des Moines.

IRWIN DARLINGTON, former announcer of WRVA, Richmond, and WDNC, Durham, has joined the staff of WJSV, Washington.

BOB LAMB, formerly of NBC Chicago and now chief announcer of WDSU, New Orleans, has been chosen quiz-master of the *Do You Know the Answer?* show presented by Holsum Bakers.

LOU EMM, former announcer of WHIO, Dayton, is now a member of the Army Air Forces stationed at Patterson Field. John Murphy, formerly of WHBC, Canton, has replaced him.

HAL GIBNEY, formerly announcer of BLUE Hollywood and now in the Army Air Forces, has been promoted to sergeant. He is attached to the radio production unit, Santa Ana, Cal., as announcer.

BOB ANDERSON, freelance announcer, has joined KGFJ, Los Angeles, and is currently conducting the seven-weekly midnight to 6 a.m. program, *Hank the Watchman*, sponsored by Victor Clothing Co. He replaces Nick Tomes.

PHIL NORMAN of Los Angeles City College dramatic department, has joined KGFJ, that city, as announcer, replacing Myron Marks. George Skinner, formerly on the relief staff of KFVD, Los Angeles, has also joined KGFJ as announcer.

CHARLES ISAACS, former writer on the weekly CBS *Camel Caravan*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has joined the Coast Guard.

BETH GARDNER, of music rights department, NBC San Francisco, has joined the WAVES.

ANN TRIPPE, formerly of KSO, Des Moines, has joined WSBA, York, Pa., as continuity editor. Helen Eagle joined the staff as music librarian.

UNSUPERSTITIOUS honeymooners are Hal Styles, commentator on the daily program, *Face the Facts*, on KFWB, Hollywood, and Lenore Cordial, his secretary. Married on Friday, Nov. 13, Styles interviewed the bride on his program two hours later.

Paley Fetes Journalists

DELEGATION of Latin American journalists now in this country under sponsorship of the Coordinator of Inter-American Affairs were guests last Wednesday at a cocktail party in their honor by William S. Paley, president of CBS, following a tour of the CBS shortwave department.

In Canada's Senate

W. RUPERT DAVIES, of CKWS, Kingston, Ont., and CHEX, Peterborough, Ont., and P. R. DuTremblay, CKAC, Montreal, have been appointed to the Canadian Senate by Prime Minister Mackenzie King. In Canada all senatorial seats are held by appointees for life. P. R. DuTremblay is also president of *Montreal La Presse*, French-language daily, while W. R. Davies is president of the *Kingston Whig-Standard* and the *Peterborough Examiner*.

RECENT STAFF changes at NBC Chicago were: Robert M. Guilbert, of the continuity department, promoted to the post of continuity acceptance editor succeeding A. W. ("Sen") Kaney, recently appointed station relations manager of the NBC Central Division. Madeleine Clark, graduate of the NBC Northwestern U Summer Radio Institute of 1942 has joined the continuity department. Jerome Meer, graduate of Marquette U, has been appointed a writer in the news and special events department, succeeding John R. Fahey, resigned to enter the service.

Here's Something Sensational to Chirp About!

A SHORT THREE WEEKS OPERATION WITH—

50,000 Watts

TRIPLED COMMERCIAL MAIL FOR OCTOBER, 1942.

Keep Your Eye on America's Fastest Growing High Powered Radio Station

No Rate Increase Until March 1, 1943

WWVA
WHEELING, W. VA.

JOHN BLAIR
Represents Us

BASIC BLUE

Newspaper Group Plans To Confer With Davis

REPLACING its annual spring meeting, the American Society of Newspaper Editors will meet in Washington Jan. 22-23 with Elmer Davis, director of the Office of War Information, to discuss the newspapers' part in the war effort. Other government officials will participate in the discussions being arranged by ASNE's War Emergency Committee comprising W. S. Gilmore, *Detroit News* (WWJ), the Society's president; Erwin Canham, *Christian Science Monitor;* Wilbur Forrest, *New York Herald-Tribune;* Alexander F. Jones, *Washington Post;* David Lawrence, *United States News;* Dwight Marvin, *Troy Record;* Ben McKelway, *Washington Star* (WMAL); Roy Roberts, *Kansas City Star;* Basil L. Walters, *Minneapolis Star-Journal* and *Tribune* (Iowa Broadcasting Co.).

Morse Rejoins Buchen

JOHN H. MORSE has rejoined The Buchen Co., Chicago agency, as economic consultant, after a two-year absence during which he has served as chief of the Division of Commercial & Economic Information, Bureau of Foreign & Domestic Commerce, in Washington. Mr. Morse was also editor-in-chief of the Dept. of Commerce publications *Domestic Commerce, Foreign Commerce Weekly* and *Survey of Current Business* and was author of many articles on advertising. Mr. Morse was formerly a vice-president of the Buchen Co.

Mr. Morse

DWIGHT WEIST, announcer of the *Valiant Lady* broadcasts, is now narrator of Pathe newsreels.

BLUE DRAMA TRYOUTS

'Audition-Preview' of Plays —Early in December—

TAKING advantage of the newly-evolved plan of "audition-previews" for prospective Broadway plays [BROADCASTING, Nov. 23], the BLUE will try out a series of plays early in December, presenting them before a microphone with special casts of radio and stage actors. Conceived by Fritz Blocki, radio writer, director of Benton & Bowles, New York, the production will be "staged" by an unseen announcer together with sound effects and music—a blend of radio and stage technique. Attending the first tryout, to be broadcast on the BLUE, will be celebrities of radio, stage and screen, while specially invited critics will be asked their opinion of the new method in an interview after the performance.

Agencies

HARRY BENNETT, account executive of Elwood J. Robinson Adv., Los Angeles, recently resigned to join Roderick Mays in establishing their own agency under firm name of Mays & Bennett Adv., at 412 W. Sixth St., that city. Telephone is Trinity 8324. Lucile Johnson has joined the agency as office manager. She also was formerly associated with Elwood J. Robinson Adv.

ALLEN M. WHITLOCK, formerly publicity director of Benton & Bowles, Hollywood, and now administrative officer of the public relations section, Army Air Forces West Coast Training Center, Santa Ana, Cal., has been promoted to first lieutenant.

J. H. (Jake) BREIEL, former assistant to the president of N. W. Ayer & Son, Philadelphia, in charge of public relations, has been commissioned a captain and assigned to the Marine Corps public relations department, Philadelphia.

PLUMMER WHIPPLE has closed his public relations business to join the Philadelphia office of N. W. Ayer & Son. He formerly served the Ayer agency in Detroit, Philadelphia and New York.

LT. MARK PARNALL, formerly account executive of Lee Anderson Adv. Agency, Detroit, and now in the Army Air Forces, has been transferred from recruiting duty in Oakland, Cal. to Hobbs Field, N.M., as public relations officer.

WINSTON H. HAGEN has resigned as treasurer of Bermingham, Castleman & Pierce, New York, having been commissioned a lieutenant in the Naval Reserve Air Intelligence. His successor is Loretta Saunders. Also entering the service is Gerard J. Cassidy, account executive, as a lieutenant (j.g.) in the Naval Reserve.

LT. PETER MOTHERAL, formerly account executive of McCann-Erickson Inc., and BBDO, San Francisco, and now in the Army Air Forces, has been graduated from officers training school at Miami Beach, and is assigned to Army Air Forces advanced flying school, Stockton Field, Cal., as public relations officer.

MAURICE MORTON, of the radio department of William Morris Agency, Beverly Hills, talent service, has joined the Marines.

EARL R. CULP, account executive of John H. Riordan Co., Los Angeles, has resigned to form his own advertising agency at 3237 Velma Drive, Hollywood. Telephone is Granite 1592.

TED WICK, former producer of CBS Hollywood and Pedlar & Ryan, has joined Lord & Thomas, that city.

MARGARET McDERMOTT, formerly of MacManus, John & Adams, Los Angeles, staff prior to discontinuing of that office, recently joined Buchanan & Co., that city, as media director.

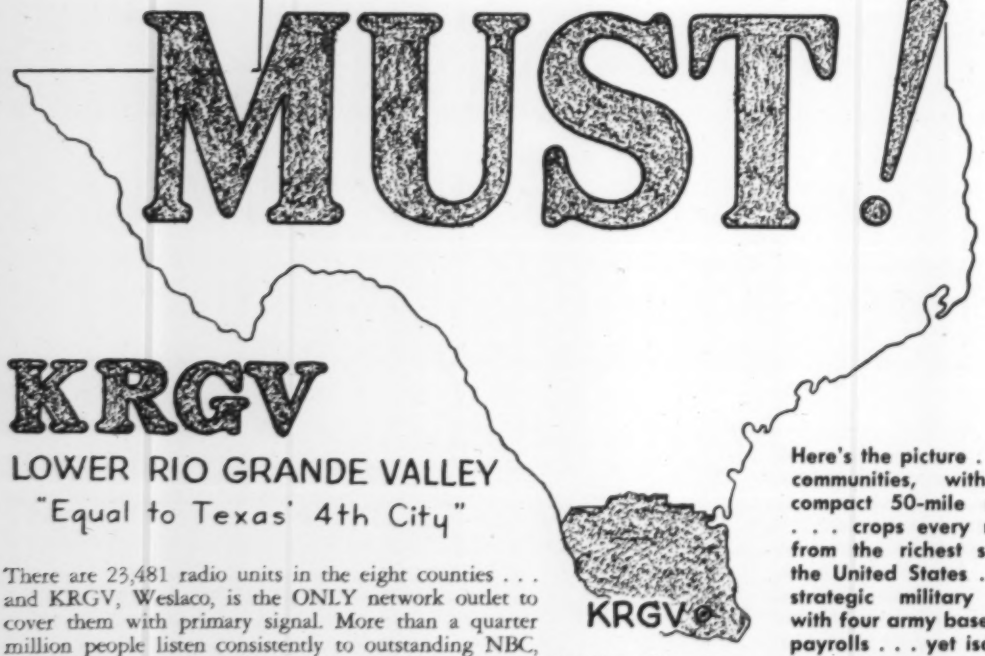
H. C. ROSSI, formerly account executive of Director & Lane, New York, has joined Van Doren, Givaudan & Masseck, New York, in a similar capacity. He will specialize in food and related products.

ARTHUR R. ANDERSON, formerly vice-president of Marschalk & Pratt, New York, has joined the advertising staff of *Woman's Day*, a magazine of feminine interest. No replacement has been named at the agency.

ALEXANDER GADDESS, former publicity director of Ivey & Ellington, Philadelphia, has joined the public relations staff of N. W. Ayer & Son, that city.

Now... to do a radio job in Texas... the rich tip end is a...

MUST!



KRGV

LOWER RIO GRANDE VALLEY

"Equal to Texas' 4th City"

There are 23,481 radio units in the eight counties . . . and KRGV, Weslaco, is the ONLY network outlet to cover them with primary signal. More than a quarter million people listen consistently to outstanding NBC, news and local interest programs over KRGV, one of Taylor-Howe-Snowden Group—

Here's the picture . . . 40 communities, within a compact 50-mile radius . . . crops every month from the richest soil in the United States . . . a strategic military area with four army bases and payrolls . . . yet isolated from the rest of Texas and its stations.

KGNC KFYO KTSA KRGV

AMARILLO LUBBOCK SAN ANTONIO WESLACO

Central Sales Office 805-6 Tower Petroleum Bldg., Dallas, Texas

New Agency Setup At General Baking

Bond Bread Account Assigned To BBDO in New York Area

GENERAL BAKING Co., New York, which in November, 1940, divided its account among four agencies [BROADCASTING, Nov. 1, 1940], has reappointed BBDO, New York, as agency for Bond Bread, effective Jan. 1, 1943, according to an announcement by George L. Morrison, president of General Baking.

BBDO handled the account for a 21-year period prior to 1940, when it was distributed territorially to Newell-Emmett Co., for the New York area; Ivey & Ellington for the Pennsylvania area, and Mitchell-Faust Adv. Co., for the Chicago and Southwest division. BBDO will take over the New York region, and the other two agencies will continue to service the account in their specific regions.

Radio Campaigns

Management executive for Bond Bread at BBDO will be Alex Osborn, executive vice-president of the agency, assisted by Leicester Sherrill and Lyle T. Johnston, who recently joined BBDO from J. Walter Thompson Co., New York.

Although General Baking is using no radio for Bond Bread at present, it has sponsored extensive campaigns in the past, including *The Lone Ranger* on Mutual, *Gene & Glenn* transcriptions in selected areas, as well as quiz programs and spot announcements. The company's most recent campaign of spot announcements and chain-breaks was in New York, New England, Maryland and Pennsylvania. [BROADCASTING, Aug. 17].

Barnam to OWI

MERRITT S. BARNAM, former radio director of Ruthrauff & Ryan, New York, has been named deputy director of the Radio Bureau of the Office of War Information in charge of the New York office. He will formally accept the post during the week, and will be charged with responsibility for agency contacts, the allocation program, and talent.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

FIRST IN PEACE AND WAR

Before the war, as now, Connecticut topped the 48 states for Effective Buying Income. That's why Hartford, the richest slice of Connecticut, is a must on your schedule. Do a real selling job here, by using WDRC. Get all 3 on WDRC —coverage, programs, rate.

CBS

Calman Opens Agency

CARL CALMAN, active in radio for 20 years and most recently general manager of WINS, New York, last week opened his own advertising agency at 55 W. 42d St., New York. Telephone is Longacre 5-2248. The Carl Calman agency will devote itself to radio accounts, but as yet no details as to personnel or accounts is available.

Mr. Calman

The Other Fellow's Viewpoint

Radio Rhetoric

EDITOR, BROADCASTING:

I don't know where Mr. Flaherty got his stuff on radio rhetoric in your Nov. 9 issue—unless perhaps he's been sitting up late reading Fowler's *Modern English Usage;* but if script writers followed his formula instead of their sense of actual speech rhythms, we'd be in a bad way. You write a good radio script with your throat muscles. You *don't* write it according to the rules of what Mencken has called "schoolmarm English"—that popular petrifaction of a set of rules founded on a set of Latin rules that were irrelevant to start with.

Who's to judge between "have" and its perfectly sound colloquial intensive "have got"? Obviously, the people who use it, and the occasions they use it for, and not a set of preconceived rules. Language doesn't follow rules; it breaks rules by inventing new ones.

And all this anguish about the so-called dangling preposition: somebody once told John Dryden, who wrote better English than either Mr. Flaherty or I will ever write, that dangling prepositions were anathema and that his "Essay of Dramatique Poesie" was full of them. Dryden rewrote, getting rid of anathema and incidentally ruining the English.

Or does somebody want to come forward to defend the non-dangling expression, "About whom the hell are you talking?"

W. M. SPACKMAN, Director,
Office of Public Information,
University of Colorado,
Boulder, Colo.

Meal for Servicemen

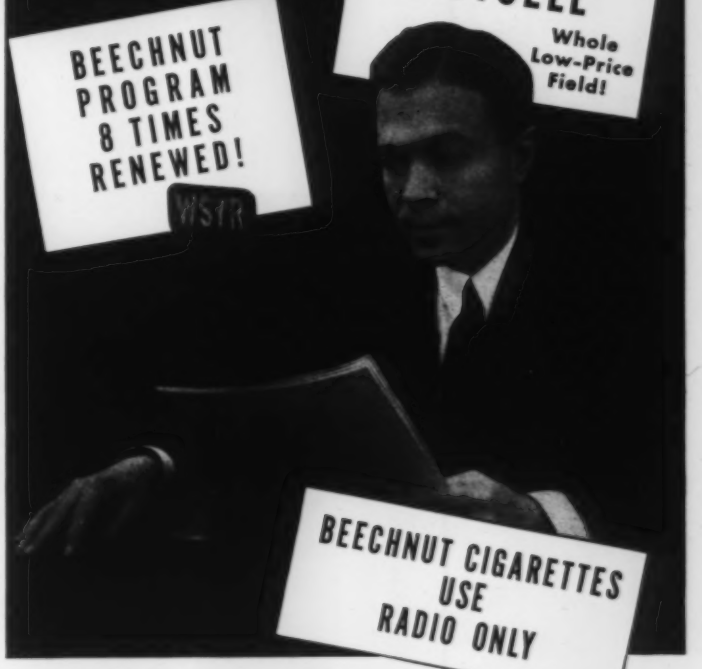
CHRISTMAS breakfast and entertainment will be provided service men Christmas morning through the generosity of the studio audience of BLUE's *Breakfast at Sardi's.* Financed by contributions from those attending the six-weekly breakfast broadcasts in Hollywood, the party will start at 11 a.m., with the first broadcast of the program continuing until after 1 p.m., time of the 30-minute airing for Pacific Coast listeners. Dozens of orchids will be sent air express that day to mothers of soldiers, sailors and marines attending the event, and there will be gifts for the men themselves. The series is sponsored on a participating basis.

SALES make NEWS when he airs his views . . .

BEECHNUT CIGARETTES OUTSELL Whole Low-Price Field!

BEECHNUT PROGRAM 8 TIMES RENEWED!

BEECHNUT CIGARETTES USE RADIO ONLY



Vadeboncoeur, upstate New York's most popular news commentator, whose daily "New Slants on the News" is eagerly awaited by WSYR's great audience in more than twenty of New York's richest counties.

First sponsored as a test program by Beechnut Cigarettes some 21 months ago, "New Slants on the News" introduced this new low-priced brand to the Syracuse market. Since then it has been the sole advertising medium of this great product . . . *since then it has been 8 times renewed!*

Why? Because Beechnut sales have steadily reached new peaks each week . . . because Beechnut Cigarettes have become by far the most popular* brand in their field throughout this area—all through Vadeboncoeur's "New Slants on the News." It's effective proof of WSYR's ability to combine fine staff talent with fine products and *get results! Maybe We Can Do The Same For You!*

*According to authentic survey of drug and cigar stores and cigarette jobbers.

WSYR

SYRACUSE, NEW YORK
5000 Watts 570 Kc.
Established 1922
H. C. WILDER, Pres.
Represented by Raymer

ONLY BASIC RED STATION COVERING CENTRAL NEW YORK

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

United States Tobacco Co., New York (Model tobacco), 14 *sa* weekly, thru Arthur Kudner Inc., N. Y.
Langendorf United Bakeries, San Francisco, 7 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Lever Brothers, New York (Rinso) 13 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Feminine Products Co., New York (Arrid) 4 *sa* weekly, thru Small & Seiffer, Inc., N. Y.
Dr. W. B. Caldwell, Inc., Monticello, Ill. (Laxative Senna) 5 *sa* weekly, thru Sherman & Marquette, Chicago.
Breuner's, Oakland, Cal. (furniture) *sa*, thru Emil Reinhardt Adv., Oakland.

KSAL, Salina, Kan.

American Cranberry Exchange, New York (Eatmor cranberries), 3 *sa* weekly, 9 weeks, thru BBDO, N. Y.
Bita-Life Co., Kansas City (Bita-Life), 6 *ne* weekly, 13 weeks, thru Merritt Owens Adv. Co., Kansas City.
Double Mix Inc., 100 *sa*, thru Jerome G. Galvin Adv. Co., Kansas City.
Nourse Oil Co., Kansas City, 52 *sa*, thru Barrons Adv. Co., Kansas City.
Dr. Pepper Co., Dallas (beverage), 3 *t* weekly, 1 year, thru Tracy-Locke-Dawson, N. Y.
Staley Milling Co., Kansas City (feed), 6 *t* weekly, 1 year, thru Potts-Turnbull Co., Kansas City.

WHIO, Dayton

Fred W. Amend Co., Danville, Ill. (Chuckles candy), 30 *sa* weekly, 13 weeks, thru George H. Hartman Co., Chicago.
Thomas Leeming & Co., New York (Baume Bengue), 10 *ta* weekly, thru Wm. Esty & Co., N. Y.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 5 *t* weekly, thru Rogers & Smith, Chicago.
Luden's Inc., Reading, Pa. (cough drops), 5 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Penick & Ford, New York (My-T-Fine), 5 *ta* weekly, thru BBDO, N. Y.
Penn Salt Mfg. Co., Philadelphia (smoked salt), 3 *sa* weekly, thru Sherman K. Ellis & Co., Chicago.
M. Werk Co., Cincinnati (Werx soap), 1 *sp* weekly, thru Frederic W. Ziv Inv., Cincinnati.

KDKA, Pittsburgh

Philadelphia Co., Pittsburgh (electric service), *sp*, 9 months, direct.
Forty Fathom Fish Inc., Boston, 10 *sa*, thru Alley & Richards, Boston.
G. E. Conkey Co., Cleveland (feed), 6 *sa* weekly, 1 year, thru Rogers & Smith, Chicago.
Coca Cola Co. of Pa., Pittsburgh, *t*, 1 year, thru D'Arcy Adv. Co., St. Louis.
Ex Lax Inc., New York, *t*, 13 weeks, thru Joseph Katz Co., N. Y.
Beaumont Labs., St. Louis (4-Way cold tablets), 4 *ne* weekly, 17 weeks, *sa*, 17 weeks, thru H. W. Kastor & Sons Adv. Co., Chicago.
Pinex Co., Fort Wayne, Ind. (cough syrup), 6 *sa* weekly, 5 months, thru Russel M. Seeds Co., Chicago.
Meadow Gold Dairies Inc., Pittsburgh, 3 *sp* weekly, thru Walker & Downing, Pittsburgh.
Fort Pitt Bedding Co., Pittsburgh (mattresses), *sp*, 13 weeks, thru Smith, Taylor & Jenkins, Pittsburgh.
National Supply Co., Ambridge, Pa. (oil field equipment), 1 *sp*, thru Walker & Downing, Pittsburgh.
Widmers Wine Cellars Inc., Naples, N. Y., *ta*, 6 months. thru Baldwin & Strachan, Buffalo.
Arvey Corp., Chicago (glass substitute, poultry screening), *sa*, 4 weeks, thru First United Broadcasters, Chicago.
Frank & Seder Inc., Pittsburgh (department store), *ta*, 3 weeks, 1 *sa* weekly, 1 year, thru W. Earl Bothwell Adv., Agency, Pittsburgh.
General Foods Corp., New York (Calumet), *sa*, 3 months, thru Young & Rubicam, N. Y.
Rockwood & Co., New York (chocolate bits), *sa*, 3 months, thru Federal Adv. Agency, N. Y.
General Mills Inc., Minneapolis (Cheerio-Oats), *sa*, 1 year, thru Blackett-Sample-Hummert, Chicago.
Piso Co., Warren, Pa. (cough syrup), 3 *sa* weekly, 18 weeks, thru Lake-Spiro-Shurman, Memphis.
Fleet Wing Corp., Cleveland (oil), *sa*, 12 weeks, thru Griswold-Eshleman Co., Cleveland.
International Harvester Co., Chicago, *sa*, 5 weeks, thru Aubrey, Moore & Wallace, Chicago.
Kasco Mills Inc., Toledo (dog food), *sa* 3 months, thru Campbell-Sanford Adv. Co., Cleveland.
National Biscuit Co., New York, *t*, 3 months, thru McCann-Erickson, N. Y.
Fanny Farmer Candy Shops, Rochester, N. Y., *sa*, 1 year, thru J. Walter Thompson Co., N. Y.
Peter Paul Inc., Naugatuck, Conn. (Candy), *ne*, 3 months, thru Platt-Forbes Inc., N. Y.
William S. Scull & Co., Seattle (Minute Man soup), 3 *sa* weekly, 4 weeks thru Compton Adv. Inc., N. Y.
Spiegel Inc., Chicago (mail order house), *sa*, 3 weeks, thru J. L. Stewart Agency, Chicago.

WOV, New York

Miramar Trading Corp., New York (Conti Castile soap), 6 *sp* weekly, 52 weeks, thru Manhattan Adv., N. Y.
Gem Packing Co., New York (Oil), 6 *sp* weekly, 52 weeks, thru Piedmont Adv., N. Y.
Procter & Gamble, Cincinnati (Duz), 10 *ta* weekly, 52 weeks, thru Compton Adv., N. Y.
Royal Watches & Diamonds, New York (jewelry), 5 *sa* weekly, 9 weeks, direct.
Look Magazine, Chicago, 21 *sa* weekly, 52 weeks, direct.
Buitoni Products, New York (spaghetti & sauce), 6 *ta* weekly, 52 weeks, thru Carlo Vinti Adv., N. Y.
N. Y. Tunnel Authority, New York (Queens Midtown Tunnel), 2 *sa* weekly, 39 weeks, thru Grey Adv., N. Y.
Pasteur & Co., New York (Pasteur products), 6 *sp* weekly, 52 weeks, thru Ansonia Adv., N. Y.
Etne Food Products, New York (Caponatina), 3 *sp* weekly, 52 weeks, thru Crisci Adv., N. Y.
V. La Rosa & Sons, New York (macaroni), 6 *sp* weekly, 52 weeks, thru Commercial Radio Service, N. Y.
R. Lomonte Co. New York (surgical appliances), 6 *sp* weekly, 52 weeks, direct.
Mama Mia Importing Co., New York (oil), 6 *sp* weekly, 52 weeks, direct.
De Martini Co., New York (macaroni), 6 *sp* weekly, 52 weeks, placed direct.
A. Corrao, New York (oil), 6 *sp* weekly, 52 weeks, thru De Lucca Adv., N. Y.

WHO, Des Moines

Russell-Miller Milling Co., Minneapolis, 104 *ta*, thru Campbell-Mithun, Minneapolis.
Securities Acceptance Corp., 26 *sa*, thru Bozell & Jacobs, Omaha.
Christian Science Committee on Publications, Nevada, Ia. (religious), 52 *sp*, thru Fairall & Co., Des Moines.
Harvel Watch Co., New York, 26 *sa*, thru A. W. Lewin Co., N. Y.
Oyster Shell Products Co., New York (poultry feed), 52 *ta*, thru Cecil & Presbrey, N. Y.
Tidy House Products Co., Des Moines (cleanser, polish), 5 *sa* weekly, thru Cary-Ainsworth Adv. Co., Des Moines.
Olson Rug Co., Chicago, 8 *sp*, thru Presba, Fellers & Presba, Chicago.
Omar Inc., Omaha (flour), 33 *t*, thru MacFarland, Aveyard & Co., Chicago.

KOH, Reno

Associated Oil Co., 2 *sp*, thru Lord & Thomas, San Francisco.
The Mentholatum Co., Wilmington, Del., 7 *sa*, thru J. Walter Thompson Co., Chicago.
Avoset Inc., San Francisco (canned cream), 101 *sa & ta*, thru Botsford, Constantine & Gardner, Portland.
Chamberlain Sales Corp., Des Moines, Ia. (lotion), 7 *sa*, thru Cary-Ainsworth, Des Moines, Ia.

WBBM, Chicago

Utilities Engineering Institute, Chicago (school) 6 *t* weekly, thru United Broadcasters, Chicago.
U. S. Tobacco Co., N. Y. (Model pipe tobacco) 6 *ta* weekly, 13 weeks thru Arthur Kudner Inc., N. Y.
C. A. Briggs Co., Cambridge, Mass. (B-I cough drops), 4 *sa* weekly, 16 weeks, thru Horton-Noyes Co., Providence.
American Iron & Steel Institute, New York (salvage campaign), 52 *ta*, thru McCann-Erickson, N. Y.
Penn Tobacco Co., Wilkes-Barre (Kentucky Club tobacco), 3 *sp* weekly, 13 weeks, thru H. M. Kiesewetter Adv. Agency, N. Y.
Luden's Inc., Reading, Pa. (cough drops), 3 *sa* weekly, 26 weeks, thru J. M. Mathes Inc., N. Y.
Chicago Milk Foundation, Chicago (dealers associations), 6 *ta* weekly, 13 weeks, thru McCann-Erickson, Chicago.
Andes Candies, Chicago, 2 *sa* weekly, 13 weeks, placed direct.
John Morrell & Co., Chicago (Red Heart dog food) 6 *sa* weekly, 26 weeks, thru Henri, Hurst & McDonald, Chicago.
W. J. Howey Co., Lake County, Fla. (hotel resort) 6 *sa*, 18 weeks, thru Beaumont & Hohman, Chicago.
Seeck & Kade, Inc., New York (Pertussin) 3 *t* weekly, 26 weeks thru Erwin, Wasey & Co., N. Y.
Washington State Apple Commission, Wenatchee, Wash. (apples), 9 *sa* thru J. Walter Thompson Co., San Francisco.
Pepsodent Co., Chicago (toothbrush), 1 *sa* weekly thru Lord & Thomas, Chicago.
Corn Products Refining Co., New York (Kre-Mel) 3 *sp* weekly, thru C. L. Miller Co., N. Y.

WHN, New York

I. Rokeach & Sons, New York (Nyafat shortening, Rokoh soap), 5 *ne* weekly, 52 weeks, thru Advertisers Broadcasting Co., N. Y.
Simon & Schuster, New York (*Your Income Tax*), 6 *sp* weekly, 26 weeks, thru Northwest Radio Adv., Seattle.
P. Lorillard Co., New York (Old Gold) 4 *ne* weekly, 52 weeks, thru J. Walter Thompson Co., N. Y.
Macfadden Publications, New York (*True Story* Magazine), *sa*, thru Arthur Kudner Inc., N. Y.

WLIB, Brooklyn

John Mullens & Sons, New York (furniture), *sp* and 42 *sa* weekly, 52 weeks, direct.
Avalon Lane Co., New York (Vita-Man tablets), 15 *sa* weekly, 12 weeks, thru Director & Lane, N. Y.
Brass Rail Restaurants, New York, 14 *sa* weekly, 13 weeks, thru Blackstone Co., N. Y.

KECA, Los Angeles

The Frito Co., Dallas, Texas (Fritos), 1 weekly *ne*, thru Ray K. Glenn Adv., Dallas, Texas.
Pennant Oil & Grease Co., Los Angeles (motor oil), weekly *sp*, thru Brisacher, Davis & Staff, Los Angeles.
Log Cabin Bread Co., Los Angeles, 10 *sa* thru Dan B. Miner Co., Los Angeles.
Benson Shops Inc., Los Angeles (women's apparel chain), 13 *sa*, thru Glasser-Gailey & Co., Los Angeles.

KXL
ANYWHERE IN OREGON AND SOUTHWEST WASHINGTON, YOU GET A HEARTY WELCOME, SON!
A MIGHTY PROSPEROUS NECK OF TH' WOODS TO GET AROUND IN, TOO...!

Oregon's highest power station.

Reps.—Joseph Hershey McGillvra—10,000 Watts, 750 Kc. **Adv.**

It's no trick to rope 'em in on the Montana Z Net.

New York-Chicago Reps.—The Walker Co. **Adv.**

Radio Advertisers

GROVE LABS., St. Louis (Bromo-quinine), has taken over the sponsorship of Capt. Robin Flynn, British flying hero of World War I, for a series of news commentations on WCAU, Philadelphia. Started Nov. 20, the program is scheduled Mondays, Wednesdays and Fridays 6-6:10 p.m. Until recently, Capt. Flynn did a nightly news broadcast for KHQ, Spokane, and previously with KGW, Portland, Ore. Agency is Russell M. Seeds Co., Chicago.

BEVERLY HILLS Transfer & Storage Co., Beverly Hills, Cal. (moving, storage), has started sponsoring a weekly quarter hour program, *Human Side of Sports*, on KECA, Los Angeles. Hal Cowan is commentator. Contract is for 13 weeks ending Feb. 3. Placed through Ted Factor Adv., Los Angeles.

OMEGA SHOE POLISH Co., Los Angeles, out of radio for the past year, in a seven-week campaign which started Nov. 23 is using 12 spot announcements weekly on KECA, that city. Agency is John H. Riordan Co., Los Angeles.

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter), in a 13-week winter campaign which started Nov. 20, is sponsoring locally the transcribed repeat broadcast of the weekly BLUE program, *Scramble*, on KECA, that city, Friday 7:30-8 p.m. (PWT). Western Adv. Agency, Los Angeles, has the account.

ABBOTTS DAIRIES, Philadelphia (Abbott's Milk), starts a new radio series on WFIL, Philadelphia, Nov. 30, for its dairy products, in taking over local sponsorship of Baukhage, BLUE commentator. Richard A. Foley, Philadelphia, is agency.

POTTER DRUG & CHEMICAL Corp., Malden, Mass., as part of its spot schedule on approximately 40 stations throughout the country, has renewed its contract with NBC's National Spot and Local Sales Division for announcements in behalf of Cuticura Soap on nine stations. Plan calls for six five-minute programs each week on WEAF, New York, and 12 one-minute announcements weekly on WMAQ KPO WTAM WRC KOA WGY WBZ-WBZA KDKA. Agency is Atherton & Currier.

THE *Aircraft Times*, Los Angeles publication, placing direct, currently sponsors a weekly quarter-hour program *Fashion Communique*, on KHJ, Hollywood. Velma Cloward is commentator.

Wm. L. Lawrence

(*Continued from page 31*)

signed to finish out the season, Bill was transferred to New York to produce the weekly substitute shows.

He bought a return ticket to Hollywood five months later when Dinah Shore was signed by Bristol-Myers Co. to star on that firm's weekly quarter hour BLUE program, *In Person—Dinah Shore*. Concurrently, the CBS *Freddy Martin* program was transferred to the West Coast for origination, with Lawrence continuing as producer of that show until Oct. 19, 1942. Expanding its radio activities at that time, Lady Esther Co. replaced the musical program with CBS *Screen Guild Players*. Production assignment on that half-hour dramatic show fell on Bill's broad shoulders.

In addition to current production duties, he also carries the varied executive responsibilities of Pedlar & Ryan on the West Coast.

His twinkling hazel eyes and wide grin are good evidence that Bill as a person is not lost in the man-sized job he is doing. Popular with agency and radio men alike, he has sincere cooperation from talent as well. They like to work with him despite the fact that he demands real labor—a recommendation of high order. Lawrence finds relaxation in bridge and poker. He's never played golf, but went in for football and basketball in college.

Bill will, upon urging, display his collection of magic and sleight-of-hand tricks. Though it is not generally known, he is a member of the American Society of Magicians. Howard Thurston, well-known professional magician, sponsored his membership some years ago. Among other hobbies he includes a midget racer which averages about 50 miles per gallon. But that, according to Bill, is about to pass out of the luxury classification of "hobby"!

Married to Helen Davis, Hollywood actress, on March 16, 1938, following a whirlwind courtship of exactly five days, Bill and his wife make their home in San Fernando Valley.

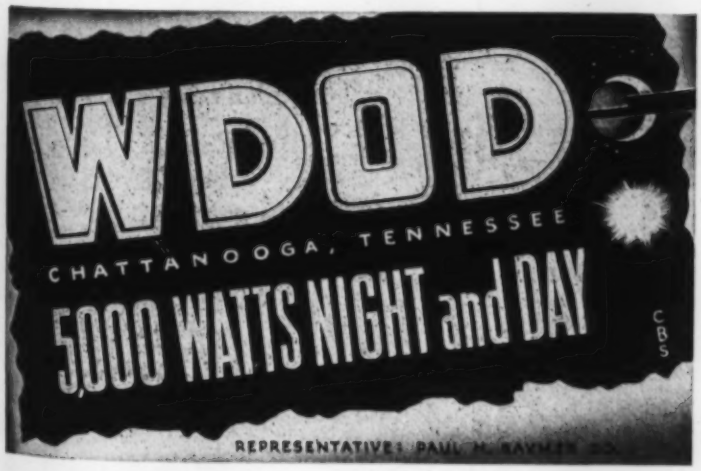
DON'T BE OFFENDED
Best Program We Could Find, Piel Tells Audience

PIEL BROS., Brooklyn, on Nov. 23 took over sponsorship of the quiz show "in reverse" titled *It Pays to Be Ignorant* on WOR, New York, at the same time shifting it from Thursdays 8:30-9 p.m. to Monday evenings at 7:30. Show, featuring Tom Howard, George Shelton, Lulu McConnell and Harry McNaughton, is being promoted by Piel salesmen this month, who are making their calls wearing large paper dunce caps.

In the spirit of the show also, the brewing company's commercials are based on the "apologetic theme", stating that the program "is the best the company could find" and Piel's "hopes its listeners won't be offended", etc. Agency in charge is Sherman K. Ellis & Co., New York.

J & J Names Cosgrove

F. A. COSGROVE, treasurer of Johnson & Johnson, New Brunswick, N. J., radio advertisers, has been elected acting president, assuming the duties of Arthur R. Clapham, who is joining the Navy as a lieutenant commander, assigned to the office of the Secretary of the Navy. P. D. L'Hommedieu, general counsel and newly-named vice-president, becomes executive assistant to Cosgrove, as does Kenneth Perry, who relinquishes the position of secretary to John J. Gibson Jr. Johnson & Johnson, makers of surgical dressings, sponsors Edwin C. Hill on CBS, and a spot campaign for Band-Aid.



In the Salt Lake Market
retail sales are up 21% over last year!
NBC's
Parade of stars keeps 'em listening to
KDYL
The POPULAR Station
JOHN BLAIR & COMPANY
UTAH'S ONLY NBC STATION

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices
MONTREAL • WINNIPEG
TORONTO

WWL
NEW ORLEANS

50,000 WATTS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Nat'l Rep. - The Katz Agency Inc.

Here's why WIBW gets such amazing results. Our 5,000 watts on 580 kc lays down a signal equal to a 100,000 watt station on 1,000 kc.

WIBW The Voice of Kansas in TOPEKA

Radio's War Effort

(*Continued from page 20*)

trator Paul V. McNutt, who is also head of the War Manpower Commission, came additional assurances of radio's recognition as an essential war activity. Wrote Mr. McNutt:

The War Manpower Commission recognizes the vital role that radio broadcasting is playing in the welfare and defense of our country. Radio communications have been classified as an essential war activity.

This Commission has been working with the Selective Service System, the War Department, the Navy Department and other Government agencies to assure that employes possessing critical skills are not inducted into the military services in such a manner as to interrupt essential war activities.

The War and Navy Departments have announced policies with respect to voluntary enlistment under which men who are classified by the Selective Service System as being in essential war occupations will not be accepted for enlistment without the approval of their local Selective Service Boards.

We in the War Manpower Commission realize the need for orderly withdrawals so that replacements can be trained and established in their new tasks, and are working to that end. It is important, however, that all war industries keep this thought in mind: As the war continues and the personnel requirements of our armed services increase, all able-bodied men within the military service age bracket will be subject to call.

While it will continue to be the policy of the War Manpower Commission to work with Selective Service for the purpose of securing deferments for essential workers, it should be noted that deferments are temporary and do not constitute exemption. The purpose of these deferments is to prevent breakdowns in essential activities so that other workers—women and those men not qualified by physical condition or age to perform military service—can be trained to replace those required for the armed forces. Thereafter periods of deferments are justified only in those instances where key workers cannot be replaced.

Because the Manpower situation varies in different sections of the country, I suggest that radio station operators take their local problems to the office of the United States Employment Service in their home town. These offices will be glad to review the entire question with them.

I wish to extend my appreciation for the splendid cooperation your member stations and the radio industry as a whole have given our efforts.

Secretary Wickard's Views

Secretary of Agriculture Claude R. Wickard, whose department has been a prime user of radio ever since broadcasting began, calls radio's service to the country "a national asset of the greatest value." His letter follows:

The Department of Agriculture greatly appreciates the splendid services rendered to it by the radio stations and the networks. All have been most liberal in contributing time for both national and local farm programs broadcast by Government agencies. Also they have furthered the wartime farm programs in the networks' and stations' own news, entertainment and other broadcasts serving farm listeners.

The farmer is playing a most important part in our war effort by providing food for our fighting men, our allies, and our own citizens. In this work the various farm programs, market reports and other information of vital importance to the farmer, all carried over the radio, is of the greatest help. Broadcasting plays an important part in the success of our farm program.

This country of ours is large in extent, but radio by its excellent coverage affords us a means of reaching instantaneously even the remotest areas. Such a means of mass communication is valuable even in normal times, the maintenance of it is of the utmost importance at a time such as this when we face emergencies almost daily. That radio stands ready to serve the country at a moment's notice is a national asset of the greatest value.

OWI Needs Coverage

We wish to extend the Department's appreciation to the broadcasting industry for the services being rendered in assisting the Department in all of its activities, and to assure the industry that such services are of inestimable value not only to the Department, but to the effective prosecution of the farm part in the war effort.

Thus far the chief contact between the Government and the industry has been the Radio Bureau of the Office of War Information, headed by William B. Lewis, former CBS program vice-president. Its interest in maintaining the integrity and coverage of the existing system is stated by Mr. Lewis as follows:

The OWI has a direct and vital concern with the maintenance of radio coverage in this country. It is one of the most important media for the conveyance of war information in general to the people, and may become of still greater importance when there is occasion for emergency messages from the national leadership.

The radio industry has been of invaluable service in the war to date in serving its government with a score of important war messages. The latter range from recruiting campaigns for the armed forces through such varied public appeals as salvage, rationing, conservation, war bonds and many others.

It should be stressed, also, that

Meet the LADIES

EVELYN BOYD

LADY with three jobs is Evelyn Boyd. On her gossip program thrice-weekly for Vick's products on KGNC, Amarillo, Tex., she tells Amarillo residents all the things she can't print in her newspaper. She happens to be the Amarillo *News-Globe* woman's editor.

Her two jobs dovetail, rather than overlap, she says. In the paper she tells 'em Mrs. John Adams and Mrs. Henry Brown are spending the week in Houston. On the air she tells why they went—both became grandmothers on the same day in a city clear across the State. What appears in the paper she omits from broadcasts.

But Evelyn Boyd is not gossipy by nature, she says—only curious. She never planned to do radio work, had no preparation for it, and was and still is surprised as anyone else that her program is so popular. She attributes her early success to her naivete. "I didn't know what I was getting into when I dared tell about the engagements I had heard about and the babies that were about to join certain people's families," she reminisces. She soon learned how to chat without getting her head chopped off.

Evelyn studied journalism at Northwestern U, worked more than six years on the *Lubbock* (Tex.) *Avalanche-Journal* before joining the *Amarillo News-Globe* where she has worked four years. She is married and lists her husband as her "one true radio fan."

Her hobby, photography, has led to her third job—staff photographer on her newspaper. And this winter she hopes to learn to fly a plane. "Then," she says, "I feel that I will have been part of the four most interesting professions that this era offers: Newspaper, radio, photography and aeronautics. They take a person from every depth to every height of living."

AFFILIATED IN MANAGEMENT WITH WJR DETROIT AND WGAR CLEVELAND

● When you're looking for a better buy, look to KMPC! No other station offers as complete and intensive coverage of Southern California for as little money.

KMPC ★

LOS ANGELES ★ 710 KC

50,000 WATTS

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

radio has contributed greatly of its personnel and its time in providing entertainment programs which maintain the spirit and confidence of the country, and it is through the large audiences which radio has built that the government may speak quickly and effectively to the people.

The maintenance of radio as an essential industry, so classified by the Manpower Commission, is of utmost importance to the prosecution of the war.

OCD Is Pleased

James M. Landis, director of the Office of Civilian Defense, expresses himself as highly pleased with the cooperation of the industry in its projects. He wrote:

We wish to express our deep appreciation for the cooperation of your organization and of local stations throughout the country in creating public interest in the official OCD publication, "What Can I Do" and in the "V-Homes" campaign. As you know, many stations have contributed far more of their broadcast time and effort to these projects than we have asked. This cooperation of stations is extremely important to us because the Office of Civilian Defense is responsible for interpreting and activating many major wartime programs in communities.

We look forward to the continuation of this relationship.

Challenge Met—Kirby

The NAB itself contributed Lt. Col. E. M. Kirby, its former director of public relations, to the War Department's Bureau of Public Relations, where he first headed up its radio branch as a civilian on leave from the association and later was commissioned into active service. Col. Kirby wrote as follows:

When the history of these critical times is finally written, I believe that one of the brightest pages in the story of America's mobilization for total war will be the account of how the entire radio industry threw all of its vast resources into the fight, without reservation, with complete unselfishness, and with a determination characteristic of true Americans.

For the past two years the industry has worked in complete harmony with the Radio Branch of the War Department Bureau of Public Relations. Every member of this Branch will remember how the industry rose to meet the pre-war challenge of preparedness, and how it superbly met the greater challenge on December 7. The momentum gained in those days has never faltered; as our participation in the war became increasingly grim, necessitating as it did the spurring on of our military and civilian forces alike, radio's participation, too, increased with resourcefulness and energy.

But the war is yet far from won. The peace for which we are all fighting may be long delayed. Yet, on the record, we are confident that as each new crisis arises, on *any* front, the immeasurable power of radio will freely be offered in the service of our nation by those splendid Americans who comprise America's broadcasters, and who so capably are performing the wartime missions assigned them.

Every member of our staff joins me in this word of well-merited thanks, and pledges, on our part, all the services and cooperation it is within our power to render.

The Navy's Views

J. Harrison (Jack) Hartley, also from the broadcasters' ranks, as civilian chief of the radio section of the Navy's Office of Public Relations, expressed the attitude of that department in the following letter:

As you know, unlike most government agencies, the Navy has religiously adhered to a policy of not competing with the radio industry. Radio programs are neither written nor produced by this office.

Our method of operation has been to frankly tell the industry our problems and ask them to accept the responsibility of giving us the best possible assistance at their command.

This office has said publicly many times that the broadcasters have given wholehearted and most tangible assistance with every problem. In the Ninth Naval District alone, comprising 13 mid-western States, over four thousand programs, predominantly Navy in character, were written and produced by the broadcasters during August, 1942.

The primary objective of the Navy is to win this war. To accomplish this, we must have men and equipment and a well-informed home front.

Radio is doing a perfectly grand job of recruiting and disseminating news and general information for the Navy of interest to those who have to stay at home.

The broadcasters can only continue to maintain their important position in the War Effort by being permitted to retain the highly trained personnel that has been with industry during its coming of age.

It is hoped that the National Association of Broadcasters is in a position to bring to the attention of all concerned, the importance of broadcasting in the War Effort, and the absolute necessity of its being directed and operated by teams of trained personnel.

From The Air Forces

Drawing heavily from the radio ranks for its radio personnel, the Army Air Forces has used radio extensively in its recruiting drives. Capt. J. Elroy McCaw, chief owner and former manager of KELA, Centralia, Wash., had this to say about the industry's assistance in its drives to enlist specialists for Air Forces training:

Radio broadcasting stations throughout the United States are cooperating splendidly with the Army Air Forces and are performing many vital services.

The Army is frequently obliged to request the assistance of the nation's broadcasters. Recently they have been instrumental in organizing classes for training thousands of specialists in the Enlisted Reserve Corps of the Army Air Forces. In addition to publicizing the need for men, many broadcasters have conducted classes and have assisted schools in organizing these classes.

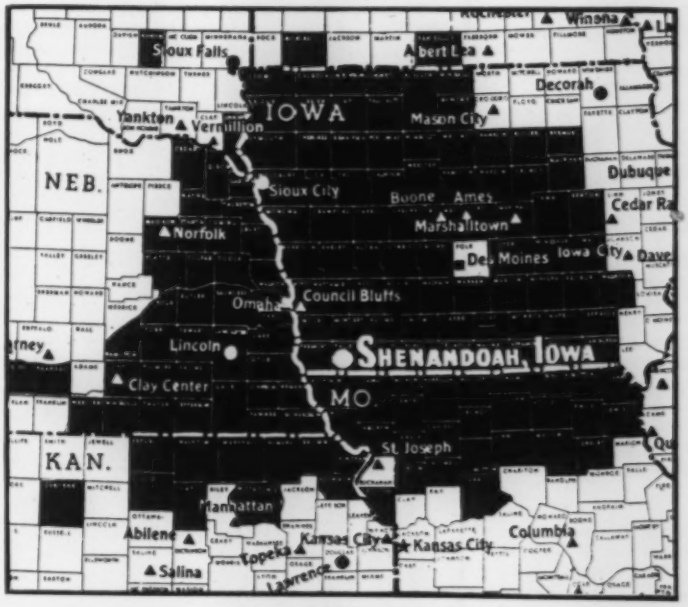
Similar cooperation has been extended in the matter of broadcasting information about Air Force Recruiting drives.

Another important function of broadcasters has been to establish, at their own expense, facilities for emergency communication whereby military authorities might be able to communicate with the public in time of emergency. The importance of maintaining a means of instantaneous communication with the public cannot be overemphasized.

Every effort should be made to insure that radio broadcasting continue to serve the war effort.

MAJ. PAUL C. RABORG, military analyst of WINS, New York, has learned that he will receive a medal for services rendered to the Government 23 years ago. It is the Medal of German Occupation, granted to American troops who moved into the Rhineland after the 1918 armistice.

The NO. 1 FARM STATION



in the NO. 1 FARM MARKET!

LOOK WHERE YOU WILL, you'll find no other farm market to equal that served by KMA! In the words of Leslie M. Carl, State Agricultural Statistician, farm output in the KMA area has reached *"a level that has never before been equalled in a single season on any comparable area of land."**

Spectacular? Yes. Unusual? No! In *any* year, the KMA area is first in corn—hogs—poultry and eggs—horses—farm telephones—value of farm buildings—and so many other wealth-indicating classifications, it is indisputably America's No. 1 Farm Market.

That goes for farm income, too. Take the figures of the 1940 census: in our 71 primary Iowa counties, KMA farmers enjoy an average annual income of $3,184; in our 38 primary Nebraska counties, $1,918; in our 27 primary Missouri counties, $1,082; in our 11 primary Kansas counties, $1,632; in our total 151-county primary area, $2,397!

And 1942 income is up 43%!

If you want to know more about our 3,000,000 people, who normally spend 820 million dollars a year in retail stores—if you want to know how to reach the most prosperous rural market in America—*send for your copy of our market data brochure!*

** Actual production records will be supplied on request.*

KMA

The No. 1 Farm Station in the No. 1 Farm Market

151 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC.
Exclusive National Representatives

AGENCY Appointments

PERSONAL PRODUCTS Corp., Milltown, N. J. (Meds), to Federal Adv., New York.

VANGUARD SALES Co., New York (hand protector), to Abbott Kimball Inc., New York. Some spot tests now in process in New England.

WINTERINE MFG. Co., Denver (Antarctic Anti Freeze), to Lane & Freiberger, Denver. Said to use radio.

THIOKOL Corp., Trenton, N. J. (Thiokol synthetic rubber), to Newell-Emmett Co., N. Y. Newspapers, direct mail, house organs and business publications will be used.

FOXSTAND FOODS Inc., Boston, Mass. (dog food), to H. L. Moore Co., Boston.

SOY FOOD MILLS, Chicago (griddle cake mix), to Jim Duffy Inc., Chicago.

SHEFFIELD BRICK & TILE Co., Sheffield, Ia., to W. D. Lyon Co., Cedar Rapids.

BERNARR MACFADDEN's Cereal Co., New York (Mealene cereal), to Jasper, Lynch & Fishel N. Y., Newspapers and magazines will be used.

GRANT ADV. S. A. Mexico City, Mexico, subsidiary of Grant Adv., Chicago, has been appointed agency for the promotion in Mexico of the Latin-American air mail edition of *Time* and of *Selecciones de'l Reader's Digest*, monthly magazine in Spanish published by *Reader's Digest*, Pleasantville, N.Y., and distributed throughout Latin America.

MRS. NELLIE McCLUNG, Victoria, B. C., a governor of the Canadian Broadcasting Corp. since its inception in November, 1936, has resigned due to ill health.

Welch to Join Agency

WAYNE WELCH, sales promotion and merchandising manager of KSO-KRNT, Des Moines, and with the Cowles stations since 1935, has announced that he will resign Dec. 5 to become account executive of the Meneough Adv. Agency, Des Moines. Mr. Welch has been in advertising and sales work in Des Moines for 11 years.

N. Y. Club Meets

MEMBERS of the Radio Executives Club of New York, meeting last week for their Wednesday luncheon, enjoyed entertainment supplied by WOR, New York, including talks by John Gambling, Newscaster Frank Singiser, Pauline Albert, pianist, and a "quiz" session, based on the WOR show *The Better Half*, and m.c.'d by Tom Slater, sports director of MBS. Out-of-town guests were Harold Cassill, WGNY, Newburgh, N. Y., James Fishback, WOL, Washington, and Odin Ramsland, KDAL, Duluth.

Congress in Action

SENATE and House Committee chairmen are heard on *Congressional Record of the Air* on WHN, New York, in a series of weekly legislative talks originating in Washington. Inaugurating the series, Senator Robert F. Wagner of New York, spoke as chairman of the Senate Banking and Currency Committee, discussing informally the work of this group in guiding Government spending and financing.

KING WHYTE

THE OUTBREAK of war brought King Whyte back to his native Canada to join the Royal Canadian Air Force in which his father had been a pilot in the First World War. He had left the staff of WLW, Cincinnati, to join the colors, but was told he was too old for the RCAF. Today he occupies the important post of timebuyer and radio director of the Montreal head-office of Cockfield Brown & Co., one of the Dominion's largest agencies.

Born June 3, 1911, in Montreal, he moved with his parents to Winnipeg where he was brought up and educated. At 14 he left for California and broke into show business as a night club singer and entertainer, playing in numerous theatrical presentations throughout the western States. In 1928 he made his microphone debut at KOH, Reno. Since then he has served on stations in San Diego, Los Angeles, San Francisco and Zanesville, O. He was manager for four years of KVOA, Tucson, and has seen service with MBS, CBS and NBC. When Canada went to war he was at WLW.

When the RCAF turned him down Whyte joined the Canadian Broadcasting Corp. at Toronto as a writer - producer, writing and broadcasting some of Canada's first war programs. Desiring to get back into the commercial aspects of broadcasting in 1941, he produced a new show for Miles Labs., *Public Opinion*, out of the Montreal office of Cockfield-Brown, and stretched the original contract from 13 to 64 weeks. He has also produced the *Red River Barn Dance* for Hudson's Bay Co. at Winnipeg; has handled recruiting campaigns; does all Canadian commercials for Miles Labs.; has produced a radio essay contest show for the Canadian Government; handled the radio end of a wartime gasoline conservation campaign for Ottawa; does a daily newscast on CFCF, Montreal, for Molson's Brewery; handles three other daily newscasts for other Cockfield-Brown clients.

CBC ASSUMES CFPR IN PRINCE RUPERT

IN AN EFFORT to improve service to American and Canadian troops in the central British Columbia defense sector on the Pacific Coast, the Canadian Broadcasting Corp. as of Dec. 1 takes over CFPR, Prince Rupert, B. C. Ira Dilworth, CBC regional representative at Vancouver, completes arrangements at Prince Rupert with governmental and military authorities, it was announced at CBC offices at Vancouver.

It is expected that new transmitter and receiving equipment cannot possibly be installed until after the first of the year. The station, one of two 50-watt stations in Canada, operates on 1240 kc. With the increasing wartime importance of Prince Rupert, a more powerful station has for some time been deemed necessary there. Until new transmitter equipment can be installed, the CBC has arranged to carry over CFPR transcriptions of the best in radio entertainment both in Canada and the United States.

American networks have agreed to transcribe their largest commercial shows, as well as sustaining shows, regardless of commercial coverage. CFPR is at present unable to reach beyond a 50-mile radius, and reception of outside stations in this area is poor because of geographic position of the city. CBC engineers are now at CFPR to improve the station's equipment.

IN THE RADIO LIMELIGHT

a series of informative articles for radio advertisers and time buyers, prepared by The Branham Company

RADIO STATION WCHS CHARLESTON, W. VA.

5000 WATTS 580 Kc. CBS WEST VIRGINIA NETWORK

JOHN A. KENNEDY, Pres. HOWARD L. CHERNOFF, Mgr. Dir.

An optional, supplementary station to CBS basic network, WCHS nevertheless carries almost 90% of the basic network shows. Here's why:

5000 watts on 580 kilocycles blankets most of West Virginia, part of Kentucky, Ohio and Virginia, an area of 510,871 radio homes . . . WCHS delivers Charleston's metropolitan market *plus* a large rural audience. Gauge this area's potentialities by its retail sales: *over one-half billion dollars*! WCHS covers Kanawha Valley — vital war production area with unlimited natural resources. Intense business and industrial activity is reflected in wages paid, which, for Kanawha County alone, are 37.1% ahead of last year.

For Spots that SELL, Call a Branham-man

THE BRANHAM COMPANY

CHICAGO NEW YORK

DETROIT ATLANTA CHARLOTTE DALLAS ST LOUIS MEMPHIS

KANSAS CITY SAN FRANCISCO LOS ANGELES SEATTLE

MAX E. ROBINSON

Sports Reporter

WSBA

900

THE "MID-POINT" ON YOUR DIAL

YORK PENNSYLVANIA

The Northwest's Best Broadcasting Buy

WTCN

BLUE NETWORK

MINNEAPOLIS ST. PAUL

Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.

FREE & PETERS, INC. — Natl. Rep.

RadioContribution To War Described By Chairman Fly

REVIEWING the place of radio in wartime, FCC-BWC Chairman James Lawrence Fly told listeners at the Detroit Athletic Club last Wednesday that radio's effect will be felt in "most of the fields of human activity". Furthermore, he pointed out the close contact expected to prevail in the post-war world and emphasized that communications "must be an instrument of national policy".

First he described the stringent citizenship requirements imposed upon 100,000 radio operators aboard ship, at international stations and on amateur operators, as well as employes of cable and telegraph companies. He showed the President's recognition of the importance of radio communications by creation of the Board of War Communications.

Removal of Hams

Mr. Fly cited the removal of 55,000 amateur operators from the air and the registration of diathermy machines in putting radio under proper wartime controls. He showed the recognition of need and the actual resulting creation of the War Emergency Radio Service in cooperation with the Office of Civilian Defense to insure an alternate means of communications during air raids. Control of foreign-language stations to produce an affirmative public opinion among foreign-born populations was another step.

Besides the various steps of control, Chairman Fly described the valuable work carried on by the FCC's Radio Intelligence Service which is responsible for "around-the-clock surveillance of the whole radio spectrum", to insure aid against fifth-column radio activity or use of radio for illegal means such as race-track operations.

Chairman Fly recited cases of collaboration with the armed forces for effective military purposes such as radio signals to aid bombers and ferry pilots in providing them with locations. He mentioned the location of espionage stations and distressed ships as another wartime service rendered by the FCC.

The Foreign Broadcast Intelligence Service came in for praise when Chairman Fly showed how material picked up from its monitoring operations had been used in the successful prosecution of William Dudley Pelley and others for sedition, showing how they were following closely the thinking of the Nazis. This monitored information, he said, was used by other government agencies for intelligence purposes.

Finally he took note of the short-wave stations' function and told how the FCC had cooperated with OWI and CIAA in effecting a propaganda mechanism which has become vital in modern warfare for psychological counter-attacks.

FM Network to Link Gaspipe Stations In Series of War Programs for Youths

FIRST SERIES of intercollegiate network broadcasts, linking 12 college radio stations of the Intercollegiate Broadcasting System in cooperation with the American Network of FM stations, will start Dec. 1 at 7:15 p.m., it was announced last week by Louis M. Bloch Jr., IBS business manager.

The inaugural series, titled *You, the War, and the Future*, will feature William T. McCleery, Sunday picture editor of the New York newspaper *PM*, as commentator, and will be heard Dec. 8 and Dec. 15 at the same hour.

Originating at the studios of FM station W47NY, the college broadcasts will be transcribed to FM stations W2XMN, Alpine, N. J.; W65H, Hartford; W43B, Boston; W39B, Mt. Washington, and W47A, Schenectady. College stations located in the area covered by those FM stations have installed FM receivers, which enable them to pick up the FM transmissions and rebroadcast them on the longwave band to their campus audiences on an exclusive basis.

Students on the campuses of Brown, Columbia, Connecticut, Hamilton, Harvard, Rhode Island State, Princeton, Dartmouth, Union, Wesleyan, Williams and Yale will be able to hear Mr. McCleery's war information series, which, Mr. Bloch stated, represents a major venture in the IBS war activity program. Leslie Katz, IBS program director, is in charge of the series.

With the establishment of college radio stations as a network, American universities can now be reached as a unit for the first time through radio. The idea grew from an interroom communication system devised by two freshmen at Brown in 1936. When the college finally developed its own station, other colleges began to show interest and install stations, with the result that a nucleus was formed consisting of Brown, Wesleyan, Williams, Cornell and Harvard, first members of IBS.

Today, Mr. Bloch reports, the following colleges have campus radio stations: Antioch, Alabama, Brooklyn, Brown, Columbia, Connecticut, Cornell, Dartmouth, Georgetown, Hamilton, Harvard, Haverford, Knox, Nebraska, Ohio State, Princeton, R. I. State, Swarthmore, Union, Wellesley, Wesleyan, Williams and Yale.

Colleges whose stations will be in operation in the very near future include North Carolina, Michigan, Massachusetts State, Maryland, Emerson and Ohio U. Mr. Bloch also stated that additional programs for the IBS-American Network broadcasting schedule are now being worked out.

Parodies for Bonds

PARODIES on popular tunes of the day, using War Bond messages, is the inspired idea of a group of Tin Pan Alleyites who have offered their services to the Treasury Dept. to produce them. Chairman of the group is Bob Coe, whose committee includes Cliff Friend, Sammy Stept, Charles Tobias, Eddie DeLange, Mitchell Parrish, Charles and Nick Kenny and others. They will try to persuade leading radio bands and artists to use the songs on their programs.

Pacific Loan Series

CONSUMERS CREDIT Co., Hollywood (personal loans), in a winter campaign is utilizing a new series of 12 transcribed one-minute announcements, featuring Frank Bingman, announcer, on 11 West Coast stations. With local office tie-in, an average of one announcement daily is being used on KFWB KFXM KFSD KVOE KPMC KMJ KGW KFBK KJR KIT KJBS. Transcriptions were cut and produced by NBC Hollywood-Radio Recording Division under joint supervision of Robert P. Scott, West Coast advertising manager of the sponsoring firm, and Dorothy Stewart, Hollywood manager of Al Paul Lefton Co., agency servicing the account.

NATIONAL ADVERTISERS and New York's numerous nationalities have one thing in common. They both agree that WBNX is THE FOREIGN LANGUAGE STATION of GREATER NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000* foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

WBNX New York 5000 Watts

FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!

Fighting Axis on the Radio Front

Both Sides Enjoying Superiority in Some Phases

By HERBERT ROSEN

NBC's research department has recently published a report stating that "the Axis countries have 271 radio stations, while the United Nations and neutral countries have 2,210 stations."

This, in itself, would seem to place the United Nations and neutral countries in top radio position. Yet, even if we accept these figures as correct, they do not give a true picture of the radio situation in our own and enemy nations.

Behind the statistics lies the all-important kilowatt power of radio and the development of the short-wave broadcasting, which increases the importance of radio and, in wartime, the efficiency of radio as a weapon of war.

Good Study by IBU

The most comprehensive picture of the broadcasting networks and the number and power of stations yet available was published in June, 1942, by the International Broadcasting Union, Geneva. The study, *The Situation of the Broadcasting Networks at the End of 1941*, was made by the Secretary-General of IBU. It covers the development of radio in all countries for which statistics could be obtained.

Included in this study are many interesting tables of statistics. One of these tables gives the number of stations, their power, and average power in the continents of the world:

Continents	No. of stations	Total power (kw)	Aver. power (kw)
Africa	75	304.49	4.06
North America	1,122	5,706.85	5.09
Central America	279	276.56	0.99
South America	471	1,666.39	3.54
Asia	179	1,045.34	5.84
Australia and Oceania	172	423.65	2.46
Europe	470	12,156.45	25.86
Total	2,768	21,579.73	7.80

From these statistics we can learn that Europe, indeed, has only 470 stations and that North America has 1,122 stations. However, in the broadcasting field it is not important to note the *number*, but the *power* of stations. It is the total power of the stations in kilowatts which is decisive.

We discover, for example, that the 470 stations in Europe have a total power of 12,156 kw. while the 1,122 stations of North America have a total power of only 5,706 kw. The average power of the stations in Europe is 25.86, almost five times as great as the 5.09 average of North America.

Numerous technical devices for radio developed especially in Germany to a high degree of efficiency, with a consequent increase in radio power, are chiefly responsible for the dominant position of the Axis radio stations. They surpass in power even the English stations which have grown so tremendously in the last two years.

An examination of the number and power of Axis and Axis-dominated stations versus the stations of United Nations and neutral countries on the continents does not, therefore, present an entirely rosy picture:

Continents	Axis (Including occupied territory) Transmitters	Axis Power (kw.)	United Nations Transmitters	United Nations Power (kw.)	Neutral Transmitters	Neutral Power (kw.)
Europe	225	6,876.15	106	3,250.30	139	2,030.0
Asia	141	750.84	34	277.20	4	17.0
Africa	1	50.00	37	118.95	37	135.0
North America			1122	5,706.85		
Central America			277	264.66	2	1.0
South America			98	655.02	373	1,011.0
Australia and Oceania	9	67.00	163	356.65		
Total	376	7,743.99	1,837	10,629.63	555	3,194.0

Axis Audience Greater?

It is disappointing to discover from the foregoing data that, while the United Nations and neutral countries lead the Axis in the number and total power of stations, the 7,743 kw. power of the 376 Axis transmitters is greater in degree than the 13,835 kw. power of the 2,392 United Nations and neutral transmitters. It is obvious that a lesser number of powerful Axis stations might reach a larger audience than the numerous weaker stations of the United Nations and neutral countries.

Since these statistics include all stations together—domestic and shortwave—let us now see how it is with the shortwave stations alone:

	Stations	Power (kw.)
UNITED NATIONS		
England	22	1,550
Australia	4	60
Russia	10	480
U. S. A.	11	340
TOTAL	47	2,430
AXIS		
Germany	30	1,420
Italy	11	710
Japan	8	400
Finland	5	250
Holland	2	80
Dutch India	3	170
TOTAL	59	3,030

These statistics speak for themselves. They signify in any [illegible] that it is important to develop radio in the interest of the war effort. An initial step in the [illegible] of radio for war was the development of foreign-language broadcasts via shortwaves. Several nations have developed their foreign language service in recent times to a high standard of perfection. Statistics show that England leads the other countries by broadcasting news and other information in different languages, carrying [illegible] even in Arabian, Cantonese, Burmese, Malayan, Thai, etc.

The present world situation forced the United States to develop its foreign-language service, too. In a very short time it has been brought up to a high standard and at this moment broadcasts are sent out in 24 different languages. Among these are Arabic, Albanian, Jugoslavian, Greek and Czech.

Of the Axis nations, Italy is the leading foreign-language broadcaster with 20 languages, including Bengalese, Hindustani, Corsican and Persian. Germany has only 16 languages on her schedule, but the Nazis undoubtedly coordinated its broadcasts with Italy.

It is not necessary for Germany to give information, for instance, in Maltese or Arabic, because Italy's transmitters can more easily reach these countries. On the other hand, Germany has developed an excellent service for the Scandinavian countries and the Baltic states, thus relieving the Italians of serving these nations.

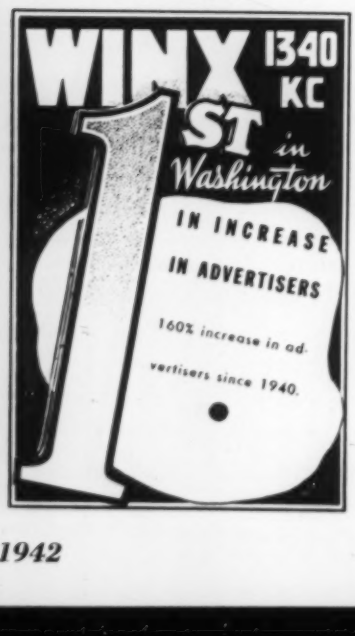
The third Axis partner, Japan, has the position of fourth leading nation, serving mainly the East and therefore we find among its 17 foreign languages the various Chinese dialects and also Hindustani, Burmese, Malayan and Thai.

Russia broadcasts in 13 languages, Finland in 11, Turkey in 10. Finland's service is for its surrounding countries, broadcasting news in Estonian, Latvian, Lithuanian, Swedish and, naturally, Russian, while Turkey concentrates mostly on the Southern European and Asiatic countries. All of the smaller European nations broadcast in the four most important languages — English, French, German and Spanish.

It is interesting to note that the Vatican broadcasts in 11 languages, and is the only station which broadcasts in Latin. Foreign-language broadcasts in France have ceased since the Armistice and broadcasts are in French only.

'Voice of China'

PRESUMABLY American-built with lend-lease equipment, XGOY, Chunking, China, is Chang Kai-Chek's major propaganda outlet, broadcasting in 11 languages daily from 10 a.m. to 4 p.m. and from 7 p.m. to midnight Greenwich Time. Reports from the Chinese capital say this "Voice of China" has increased its power, though the power and frequencies are not stated. Its staff consists largely of students who have studied in the United States and other countries, and its chief engineer, Fung Chien, was trained by General Electric in Schenectady.



AID TO BRITAIN as Beth Barnes, WSB, Atlanta, helps RAF Pilot Officer George Wills select a variety of gifts before returning to his home in Lands End. Cornwall, England. Beth, who recently interviewed the former Cambridge student at the local service mens' center, is lending the feminine touch.

PEACE OF MIND PLAN

Bank Promotes Tax Budget —In One-Month Test—

A BUDGET PROGRAM named "Your Peace of Mind Plan" is offered the public via a local radio and newspaper campaign conducted by the Drydock Savings Institution, New York, through its agency, Anderson, Davis & Platte, New York. In conjunction with a one-month test campaign in the *New York Daily News*, the banking firm is using three quarter-hour segments weekly on Martin Block's *Make Believe Ballroom Time* on WNEW, New York, and six participations weekly in *Ed East in Breakfast in Bedlam*, on WJZ, New York. Both are morning programs.

The copyrighted savings plan, created for Drydock by the agency, is designed "to help keep families solvent despite new taxes and other government demands on income", and this keynotes the commercials. Listeners are offered a 32-page book outlining the budget scheme, and a work sheet for preliminary figuring.

WWVA Staff Is Shifted To Assist War Effort

CLIFF ALLEN, former program director of WWVA, Wheeling, has been assigned to the fulltime position of news supervisor and war program director, the latter post newly-created in an effort by the station to better coordinate its news service with the various government war-effort broadcasts. Lew Clawson, heretofore chief announcer, has been appointed program director.

George D. Skinner, of WWVA's promotion department has been transferred to production and placed in charge of special events, also taking over the early morning variety show, *Koo Koo Klock*, formerly m.c.'d by Clawson. Jack Welsh, WWVA announcer, has been assigned to the *5:05 Local*, matinee variety program.

WONDERFUL SMITH, Hollywood colored comedian featured on the weekly NBC *Red Skelton & Co.*, sponsored by Brown & Williamson Tobacco Corp. (cigarettes, tobacco), has joined the Army. He will not be replaced on the program.

LOCAL SPONSORS USING DISC SERIES

FIFTEEN new contracts for syndicated programs were announced Nov. 23 by NBC's Radio-Recording Division. The new contracts include *Flying for Freedom*, taken by KOB, Albuquerque, N. M., for the local Sinclair Oil distributor; by WKPT, Kingsport, Tenn., for First National Bank; by WFMJ, Youngstown, O., for Carlson Electric Co.; by WISR, Butler, Pa., for a group of companies which have received the Army-Navy "E" award; the Arizona Broadcasting Co., for the Tovrea Packing Co., using seven Arizona stations (KTAR KYUM KGLU KWJB KCRJ KYCA KSUN). *Betty & Bob* was signed for Watt's Bakery for use on WOPI, Bristol, Tenn.; WJHL, Johnson City, Tenn.; WKPT, Kingsport, Tenn. The *Name You Will Remember*, will be broadcast over WJTN, Jamestown, N. Y., for the Haglund Furniture Co.; by WMBG, Richmond, Va., for a soft drink manufacturer; and by WIOD, Miami. *Five Minute Mysteries*, will be heard over WMAQ, Chicago, for the Consolidated Cigar Co., through Erwin, Wasey; and over WTBO, Cumberland, Md.

Other new contracts were signed with KTSM. El Paso, for *Hollywood Headliners;* with WCHS, Charleston, W. Va., for *Let's Take a Look in Your Mirror;* with Gordon Schonfarber & Associates, Providence agency, for *Who's News*, over WPRO; with Irwin Vladimir & Co., agency, for *Romance and Melody* to be broadcast in Mexico.

U. S. District Tribunal Given Ruling on IBEW

JOHN KIRKLAND CLARK, special master appointed to hear the complaints of 11 electrical manufacturing companies against Local 3 of the International Brotherhood of Electrical Workers alleging union activities in violation of the Sherman Anti-trust Law, who a year ago rendered an opinion in favor of the plaintiffs, last Tuesday presented that opinion, together with findings of fact and conclusions of law, to the U. S. District Court in the Southern District of New York. Hearings of the plaintiffs' suit for permanent injunction to restrain the union from such actions will now be placed on the court's calendar.

Plaintiff companies are: Allen Bradley Co., Allis-Chalmers Mfg. Co., Clark Controller Co., Colt's Patent Fire Arms Mfg. Co., Cutler-Hammer Inc., Electric Controller & Mfg. Co., General Electric Co., Monitor Controller Co., Square D Co., Trumbull Electric & Mfg. Co., Westinghouse Electric & Mfg. Co. Defendants are: Local 3 of the IBEW and five individual officers of the union. Walter Gordon Merritt is counsel for the plaintiffs.

NEW YORK Employing Printers Assn. has awarded the BLUE a certificate for "an outstanding example of printing,"—a booklet of biographies of network executives issued in February under the title "Who's Who on the BLUE".

International News Service
WORLD WAR ATLAS
WAR AREAS OF THE WHOLE WORLD
THE VAST PACIFIC BATTLEGROUND
EAST INDIES AND THE PHILIPPINES
EUROPE FROM THE ATLANTIC TO THE URALS
TERRITORIES OF THE NORTH ATLANTIC
THE JAPANESE EMPIRE AND NEIGHBORING TERRITORIES
THE MEDITERRANEAN AND ITS NATIONS
AIR DISTANCE MAP OF THE WORLD
WEST INDIES—AMERICA'S OUTPOSTS
INDIAN OCEAN AND THE FAR EAST
AUSTRALIA AND THE PACIFIC ISLES
YOUR NAME AND MESSAGE HERE

This 16-Page

WAR ATLAS

Now Ready

The whole country has become map-conscious. Wherever you go, you see people pouring over maps.

Every day the news mentions new names: Where is Gabes, Bizerte, Novocherkask, Krasnodar, Buna, Salamaua, Papua?

Without a good atlas the war is just a jumble of strange words—with it, our strategy and that of our enemies becomes crystal-clear.

COMPLETE AND COLORFUL

INS has published a 16-page up-to-date World War Atlas, in full colors, of the entire world. No matter where action takes place, this atlas shows the battle area at a glance.

This INS Atlas is ready for distribution. With your message and imprint on the front cover it will make valuable good will promotion for your station or your advertisers.

Write or wire today for very-low quantity rates and sample.

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Utica, N. Y.'s *ONLY* Radio Station!
3RD. In Middle Atlantic Test Market
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Where Sales Multiply
W — Air Castle of the South — WSM — 50,000 WATTS — CLEAR CHANNEL — &
WSM
NASHVILLE, TENNESSEE
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO. INC.

We don't hit PUMPKIN CENTER

WATL ATLANTA MBS
Represented by SPOT SALES Inc.

FCC's War Rules in Operation

(Continued from page 9)

of the Rules and Regulations and Paragraph 6 of Section 7 of the Standards of Good Engineering Practice and substitutes therefor a different method for the determination of output power of all standard broadcast stations.

Adopted on the recommendation of the Board of War Communications, Order No. 107 is designed to increase the life expectancy of vacuum tubes and other critical transmitter components.

The attention of consulting and station engineers is directed to the provisions of Order No. 107 affecting the determination of power by the direct method. New operating resistance values will be determined by multiplying the actual measured resistance of non-directional antennas by the factor 1.26.

The new operating resistance of directional antennas will be determined by first determining the measured value and then applying the factor 1.26 and the provisions of paragraph 9(f) of the Standards of Good Engineering Practice.

That is, there are *two* factors to be used in the determination of the operating resistance of directional antennas, 1.26 and either 0.925 if the power involved is 5 kw or less and 0.95 if the power is in excess of 5 kw. The necessity for dealing with two factors for directional antennas can be eliminated by using the product of 0.925 and 1.26 (1.1655) as one factor applicable to powers of 5 kw or less and the product of 1.26 and 0.950 (1.197) as one factor applicable to powers in excess of 5 kw.

Summary

The above may be briefly summarized as follows:

1. For non-directive operation regardless of power multiply the measured antenna resistance by 1.26 to determine *operating resistance.*

2. For directive operation with power of 5 kw or less multiply the measured resistance by 1.1655 to determine the *operating resistance.*

3. For directive operation with power in excess of 5 kw multiply the measured resistance by 1.197 to determine the *operating resistance.*

In each instance the current in amperes at the point of measurement shall be the square root of the quotient obtained by dividing the authorized power in watts by the *operating resistance* in ohms as determined by (1), (2), or (3) above.

As a final result in both directional and non-directional operation the current to the antenna system should be approximately 89.1% of that previously specified.

In connection with performance proofs for directional antennas and license data for either directional or non-directional antennas (FCC Forms Nos. 302 and 306) such proofs and data shall be submitted on exactly the same basis as heretofore. That is operating constants for non-directional operation shall be determined while the *actual* authorized power is being delivered to the antenna and these values specified in the data submitted to the Commission.

For directional operation the constants submitted, including all field intensity measurements, shall be determined during operation with the actual authorized power being delivered to the antenna, it being assumed as heretofore that 7½%, if power is 5 kw or less, and 5%, if power is in excess of 5 kw is lost in the branching and phasing equipment of the directional system. Proper correction factors for compliance with Commission Order No. 107 will be applied by the Commission when instruments of authorization are issued.

Compliance with Commission Order No. 107 is expected of all licensees. Uniform observance thereof will not adversely affect interference nor service conditions, whereas the permission of a few exceptions will in most instances do so. The Commission requests that licensees refrain from making special requests for non-compliance.

'Swing Shift'

HARRY FEIGENBAUM, Philadelphia agency, links two of its accounts on a single program scheduled nightly at midnight for an hour on WIP, Philadelphia. The joint sponsors are Douglas Miller Co., Philadelphia (K-7 headache tablets), using radio for the first time, and Goldban Pharmaceutical Co., Camden, (Tarpinod cough remedy), which has long used radio. The program, *Swing Shift*, comprising news and popular records, is slanted principally to reach the swing-shift workers at the war plants in the Philadelphia area. The first five minutes of news is in the interests of Tarpinod while the remaining 55 minutes of recordings serves the K-7 product. The full hour is handled by Bill Manns, of the WIP announcing staff.

IN HUSBAND'S footsteps, Jan Niles, new staff announcer WAAF, Chicago, succeeds Fr Niles, now with the Army Air Forces, and receives last-minu script instructions from hi First woman announcer on t schedule in Chicago, Janet known as the "Victory Girl".

QUIET IN NEWSCASTS

Evansville Stations Propose Phones Be Silenced

A CAMPAIGN to eliminate annoying phone calls while newscasts ar on the air has been started b WGBF, WEOA and W45V, Evansville, Ind, stations owned by Clarence Leich. Because of the intens interest in news programs, superfluous telephone calls during th news periods can be most disturbing, especially to those familie with men on scattered battle fronts according to Mr. Leich.

Campaign, keyed by the slogan "Do not use your phone while newscast is on the air", is supported by articles in *Listen*, station publication, distribution of 20,00 vest pocket news schedules calling attention to the inconvenienc caused by telephoning people an plugging of the slogan on the a

The Indiana Bell Telephone Co has expressed its approval of th plan since, as a wartime measure they are trying to reduce the num ber of local calls. Station listener have been asked to precede per sonal calls with the inquiry, "Ar you listening to the news? If n I'll call you back."

RONNY LISS, CBS actor and m.c. *Victory Is Our Business*, transcribed series sponsored by General Motors Co., is doing a series of transcribed spot announcements in behalf of Vimms, vitamin tablets currently advertised by Lever Bros., Cambridge Mass., in a national spot campaign.

AVAILABLE for IMMEDIATE SALE

- Top-ranking regional station in key Southern market.
- Major network affiliate.
- Owner of this pioneer station will sell promptly (subject to FCC approval) on cash basis, or equivalent.
- State full particulars in wire or letter to:

BROADCASTING, BOX 81

WFBG
ALTOONA, PA.
- NBC RED
- BLUE NETWORK
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Networks Prepare Monopoly Appeals

NBC Files Formal Notice; CBS Prepares Pleadings

FOLLOWING through on its announced intention of fighting the FCC's network monopoly regulations through the highest courts, NBC last Thursday gave formal notice of its intention to appeal to the Supreme Court from the ruling of the statutory three-judge court in New York, dismissing its plea for injunctive relief. The formal notice was filed in the Federal Court in New York by John T. Cahill, NBC head counsel.

Simultaneously, it was learned that Charles Evans Hughes Jr., chief counsel for CBS, is perfecting his pleadings along the same line and that notice shortly will be filed with the three-judge court.

Both NBC President Niles Trammell and CBS President William S. Paley announced Nov. 16, promptly following the three-judge court opinion, that appeals would be taken. The New York Court, while it denied the injunctive pleas, nevertheless granted a stay order against the FCC's provocative regulations until Feb. 1, or until the appeal has been argued in the highest tribunal, whichever comes first.

NBC, in its notice, reiterated its objections to the regulations, contending in effect it would stifle development of broadcasting and would discommode current recognized and essential practices in broadcasting and network-affiliate relationships.

Reaction in the industry, since the New York Court's ruling, had not crystallized, despite the lapse of a fortnight. It was generally felt, however, that enforcement of the regulations, if finally upheld by the Supreme Court, would be as much of a blow to individual stations as to the networks. Generally, it was thought the lower court misconstrued the Congressional intent in holding the FCC had sufficient power to regulate pure business relationships of stations, networks and advertisers.

Leave for Winchell

WALTER WINCHELL, radio gossip columnist heard Sundays on the BLUE for Andrew Jergens Co., Cincinnati, has been granted a leave of absence of several weeks following his Nov. 29 broadcast, to undertake a Government mission. A lieutenant commander in the Navy, Winchell has been on special duty since Dec. 7, 1941, and is currently in Miami. Lennen & Mitchell, New York, the Jergens agency, stated last week that a news show would fill Winchell's 9-9:15 p.m., period on the BLUE during his absence, but that details had not yet been worked out.

Boston Symphony Joins AFM Ranks

Orchestra Permitted to Hire Musicians from Other Areas

THE BOSTON SYMPHONY Orchestra may soon be heard in a series of network broadcasts, probably on CBS, it was reported last week following completion of an agreement between officials of the orchestra and the AFM by which the Boston Symphony relinquishes its position as the only major non-union orchestra in the country.

CBS executives, however, declined to comment on reports that the network would broadcast the Boston Symphony and that the orchestra would record for Columbia Recording Corp., a CBS subsidiary, at such time as the AFM ban on recordings is lifted. Orchestra previously had recorded for RCA-Victor.

Outside Employment

Affiliation of the Boston Symphony with the AFM came only after the union had agreed to modify its by-laws to guarantee the conductor full control over the employment and discipline of the members of the orchestra. Formerly the AFM regulations forbade a conductor from going outside the jurisdiction of the local in hiring musicians. The Boston Symphony officials demanded that Serge Koussevitzky, conductor of the orchestra, have the right to hire instrumentalists from any part of the country, if he considered them more desirable than those available in Boston.

Conclusion of an agreement between the orchestra's officials and James C. Petrillo, AFM president, came after months of negotiations which had been preceded by years of controversy and verbal assaults between the union and the hold-out orchestra. Mr. Petrillo, who had contended during the discussions that the AFM by-laws could not be altered except at the union's annual convention, finally agreed to poll the AFM locals by telegraph in an effort to speed a settlement. The resulting votes approved amendment of the by-laws to give the orchestra control of employment.

Agreement enables the orchestra to resume its broadcasting activities, from which it was barred several years ago by Mr. Petrillo, who forbade broadcasting and recording companies with whom the AFM had closed shop agreements from employing the Boston Symphony on threat of losing all union musicians. Orchestra cannot, of course, make any recordings until the lifting of the ban on all record making which the AFM put into effect Aug. 1, 1942.

CROSSE & BLACKWELL, Toronto (sauces) has started test flash announcements twice-daily, five-weekly, on CFRB, Toronto. Campaign is to be extended to other stations. Account is placed by A. McKim Ltd., Toronto.

TIPS ON EDITING and newswriting are given these two feminine additions to news department of CBS, Hollywood, by Fox Case, West Coast public relations director of that network. They are first women to be employed there in that capacity. Scanning the news (l to r) are Theola Carr, Mr. Case and Barbara McGee.

Open Mike

THIS is the story behind *Pippo & Poppo*, joke-swapping program on WOV, New York: Paolo Sereno and Arrigo Colombo, Italian announcers, were exchanging jokes one afternoon for their own amusement in a WOV studio. An open mike, previously used for announcer auditions, carried their chatter into the office of Connie Porreca, assistant manager, who promptly called in Ralph Weil, manager, to listen. The reward—a daily five-minute program of their own.

Small-Sized Microscope Is Announced by RCA

RCA LABORATORIES have developed a new electron microscope small enough and inexpensive enough to make it available for use by many medical, university and industrial research institutions, Dr. V. K. Sworykin, associate director of the laboratories, announced last Thursday at a joint meeting of the National Industrial Chemical Conference and the Chicago section of the American Chemical Society in Chicago.

Only 16 inches long and light enough to be portable, the new instrument is capable of magnification up to 100,000 times, equaling in this respect the performance of the standard size electron microscope introduced by RCA two years ago. Dr. Zworykin said that while the small model in no way supersedes the larger instrument, in much research the versatility of the latter is unnecessary.

Dodge Gets WKRC Post

FRED DODGE, formerly program director and assistant general manager of WFIL, Philadelphia, has become program manager of WKRC, Cincinnati, replacing Syd Cornell, according to Ken Church, general manager. Mr. Dodge has also been affiliated with N. W. Ayer & Son and Ward Wheelock, Philadelphia. He has also written and produced many network programs. Mr. Cornell becomes sales service manager, a newly-created post, effective Nov. 30.

WITH John DeWitt, writer of the CBS dramatic series, *David Harum*, in the Navy, the show has a new author—Mrs. John DeWitt. Mrs. DeWitt tried her hand at a few sample scripts. They proved so excellent that she was immediately signed.

3 Out of 4 Have It

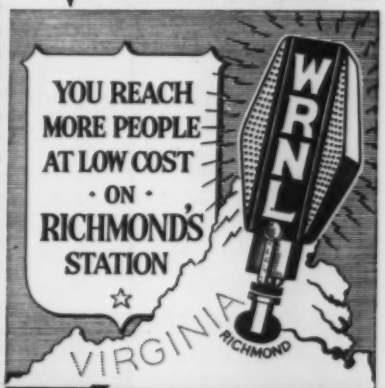
Yes, more than 77% of all letters received by WIBC in October had the thing most advertisers want—PROOF OF PURCHASE.

To sell merchandise in metropolitan Indianapolis and all over rural Indiana put your message on WIBC, the only Indianapolis station that is programmed to reach both markets.

WIBC

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

IN VIRGINIA



5000
WATTS
DAY AND NIGHT
910 KC

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

Nat. Rep.: The Walker Company
Boston: Bertha Bannan

Broadcasters!

LET YOUR AUDIENCES HEAR

STARLIGHT SONATA

the most unforgettable melody since "My Sister and I"
Lyrics by Helen Bliss
Music by Henry Manners

and

AMERICA'S VICTORY SHOUT

HALLELU!

(Judgment Day is Comin')

to be featured by Judy Canova in her forthcoming Republic picture "Chatterbox". Words and music by Paul J. Winkoop

Both songs have been arranged for orchestra by JACK MASON

BROADCAST MUSIC, Inc.
580 Fifth Ave. - New York City

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

Columbia's Station for the
SOUTHWEST

KFH

WICHITA
KANSAS

Call Any Edward Petry Office

TRAINING NEW ENGINEERS

Philadelphia ACA Unit, Stations Cooperate Under Plan Now In Operation

DETAILS of the training plan proposed by the Philadelphia local of the American Communcations Assn. to train replacement engineers for broadcasting stations were worked out at a recent meeting of the union, management and board of education. The group unanimously approved arrangements presented by Charles C. Smith, chairman of the union committee.

The plan will apply to two classes of trainees. The first class consists of persons who already hold operator's licenses but have no practical experience in a radio broadcast station. The second group of trainees will be those who have not yet had the theoretical course required for obtaining an operator's license.

In respect to the first group, the union is selecting a tested list of qualified applicants who hold licenses. These applicants will be distributed and routed by the union through the stations so that each applicant will spend one week in succession at each of the eight Philadelphia stations. In this manner, each applicant will receive actual experience in every variety of station, large and small. He will receive no pay for this training period, to be given by union members, who will receive no extra pay for this effort.

Course Lasts 8 Weeks

At the end of the eight weeks period of practical experience, if the applicant is approved by the chief engineers of the stations and by the union shop stewards in the stations, he will be eligible for employment by managements and, if employed, will come in under the existing agreements now in force between the union and the eight Philadelphia stations. All the stations operate under CIO union-shop agreements.

Second group, includes applicants approved by the union who are accepted as students at the Dobbins Vocational School, where a course for radio technicians will be given under the supervision of W. E. Brunton, associate director of War Production Training of Philadelphia, under the Board of Education. The teachers in this special course will be experienced technicians who are now members of the union.

First group in the theoretical course will consist of 25 applicants, the work requiring 15 school hours per week which will continue for 13 weeks. It will commence Dec. 7. On completion of the course, the applicants will be eligible for the eight weeks practical training course in the stations. First group to receive practical training at the stations started on Nov. 18.

Smith in Charge

The entire procedure is being supervised by Charles C. Smith, chairman of the union committee, which includes Dick Shipp, WPEN, Paul Krantz, WIBG, Frank Plaff, WIP, I. N. Erney and C. E. Roder of KYW.

Samuel R. Rosenbaum, president of WFIL, is chairman of the management committee, which includes as station representatives: George Lewis, chief engineer, and David P. Gillett, WCAU; Benedict Gimbel Jr., president, and Clifford Harris, chief engineer, WIP; Milton Laughlin, general manager, WHAT; Edward Clery, general manager, WIBG; Ernest Gager, chief engineer, KYW; Arthur Simon, general manager, WPEN, and Alexander W. Dannenbaum Sr., president of WDAS.

The Board of Education is represented by W. E. Brunton, associate director of War Production Training of Philadelphia; I. N. Baker, principal of the Dobbins Vocational School, and L. J. Lipp, co-ordinator at the school.

Moral: Stay Home!

BERNICE BARRE, of the program department of WINX, Washington, left her home for the studio last Tuesday, only to find upon arrival at her desk that a telephone call had been made to her home a few minutes after her departure — from a cash telephone-award program on another Washington station. The other station would have netted her the sum of $250 had she been able to answer her phone. "What a trousseau that would have bought," said Miss Barre, who is to be married as soon as her fiance, Richard P. Morten, finishes the course at officers candidate school, Ft. Monmouth, N. J.

Screen Guild Get Special Tax Ruling

Talent May Include Minimum AFRA Scale on Returns

UNDER special ruling handed down by the Treasury Dept., radio and film talent appearing on the weekly CBS *Screen Guild Players* sponsored by Lady Esther Co. (cosmetics), will include only AFRA minimum wage scale paid them as part of their taxable gross income. Ruling modifies operations of the wage ceiling to be enforced starting Jan. 1.

Dependent almost entirely on guest stars, the half-hour show is one of the most heavily affected Hollywood originating programs under the wage freezing order. Talent on that network show contributes services gratis. Money derived as salary is turned over by the sponsor to the Motion Picture Relief Fund for maintaining a home for indigent members of the industry.

Conferences Held

This special dispensation by the Treasury was made possible because of certain waivers granted Screen Guild Players by AFRA and cannot be obtained for any other network program, it was declared. Ruling was made through Norman D. Cann, acting Commissioner of Internal Revenue, following a week's conference in Washington between Government officials and a Hollywood committee comprised of Jean Hersholt, star of the weekly CBS *Dr. Christian* sponsored by Chesebrough Mfg. Co. (Vaseline products), and MPRF president; I. B. Kornblum, Hollywood executive secretary and attorney of AFRA, and Ewell D. Moore, attorney of MPRF.

According to the last named group, real value of a player's services rendered need not, under the special ruling, be included in his or her gross income for Federal tax purposes. However, amount actually paid them according to the AFRA minimum scale must be included as taxable income.

Lowell Appointed

EDWARD M. LOWELL, with NBC general service department since 1[illegible] and for six years manager of the network's building maintenance division, has been appointed director of the general service department, replacing Vincent J. Gilcher, resigned. In his new post, Lowell is responsible for general maintenance, repairs and upkeep of NBC's quarters in the RCA Bldg., New York.

Service Series Nationwide

SERVICE men's dramatized interview program, *It Happened in the Service*, on NBC Pacific stations, with broadcast of Nov. 24 became a weekly transcontinental feature, Tuesdays 7:30-7:45 p.m. (EWT). Ben Alexander is narrator, with Earl Ebi[illegible] producer. Exploits of servicemen as related on the program are turned over to the UP, AP and INS for national news release.

BBC European Service Now Carrying Total of 87 Newscasts Per Day

BRITISH Broadcasting Corp.'s European Service, broadcasting news on long, medium and short-wave, is carrying a total of 87 periods daily, each running from 10 to 15 minutes, in 19 languages, to inform the people of Europe on the North African campaign.

According to a London dispatch to the *New York Times*, it is evident that this constant news barrage is beginning to have an effect. The Nazi-controlled Radio Paris is now complaining that the Allies have intensified their war nerves and are flooding France with their news.

"With the power of their microphones," Radio Paris was quoted as stating, "they are endeavoring to spread doubt at the very heart of our Government and to throw confusion among our soldiers, colonies and natives." In an attempt to counteract the British news, the Axis started a new station in France which calls itself "Loyal France". The station's first broadcast gave a pro-German review of the war disguised as reports coming from Stockholm. Rome Radio also is complaining about the British news, asserting that it "makes the population think nothing can stop the Anglo-Americans".

Award to Donald Nelson By Poor Richard Club

DONALD M. NELSON is to be awarded the Poor Richard Club's Gold Medal of Achievement for this year in recognition of what he has done in directing the production of the vast quantities of tools of war by American industry for the United States and our Allies. The War Production Board chairman will be presented with the medal at the 38th annual banquet of the Poor Richard Club of Philadelphia, advertising agency organization, on Jan. 16 at the Bellevue-Stratford Hotel. As guest of honor, Mr. Nelson will deliver the principal address which will be broadcast over a nationwide hookup.

The theme of the dinner will be *Production For Victory*, and in addition to Mr. Nelson, will also honor the wartime industries in the Philadelphia area which have won the Army-Navy "E." Among those who have received the club's gold medal in recent years are Capt. Eddie Rickenbacker, Admiral Richard E. Byrd, Will H. Hays, David Sarnoff and Walter D. Fuller.

MORE RADIO in education was advocated at the recent annual School Broadcast Conference in Chicago. Snapped at the CBS booth are these executives of CBS affiliates and the network (seated, l to r): Luke Roberts, educational director, KOIN, Portland; Lyman Bryson, CBS education director, and chief, special operations section, OWI; Lavinia S. Shwartz, educational director, WBBM, Chicago; Leon Levine, CBS assistant education director. Standing: Irwin Johnson, education director, WBNS, Columbus; Chester Duncan, director public relations, KOIN, Portland; Mark L. Hass, director public relations, WJR, Detroit; Michael Hanna, manager, WHCU, Ithaca, N. Y.

BRITISH RADIO SETS SURVIVE

Only 10% Silent Despite Lack of Replacement Parts; Tube Production Almost Stopped

CIVILIAN radio receivers continue to operate in Britain despite almost three years of severe limitation on replacement parts, according to information provided by the British Supply Council.

No new sets have been manufactured in Britain since March, 1941, the Council said, and production of tubes has virtually stopped since February 1941.

Only 20% of Normal

About 2,000,000 tubes, approximately 20% of the normal number consumed, have been provided in 1941 and 1942. Production in 1943 will probably remain at that level. Many of the tubes available are military rejects which the Government passes on to civilians.

All radio components are controlled by "Inter-Service" Committees representing all user departments. Civilian needs are met only after essential users are cared for.

There is no rationing of the scanty tube allotment, however. Existing stocks are passed on to dealers. Consumers in Britain are so conditioned to shortages that the public itself voluntarily permits tubes to go where they are most vitally needed.

The Supply Council estimates that about 10% of civilian radio sets, totaling 9,000,000 before the war, are now out of operation because of part shortages. This figure, however, does not give a true picture of the problems British radio faces.

Need Increases

Inasmuch as there has been no production of new sets for two years demand for replacement parts in older sets has increased sharply. Further need for parts has resulted from bombings, for one out of five British homes have been bombed out, with resulting damage or destruction to radios. Moreover, imports, an important pre-war source of tubes, are now cut off.

Radio plays an important wartime role in the islands, for newspapers are now reduced in size, theaters close early, and blackouts keep the people indoors when they return from their war jobs.

As war goes on, and the parts shortage in outmoded sets becomes more serious, Britain reports that thousands of more sets are likely to go out of commission. Only bright side, according to one official, is that there is no problem about automobile radios. "We simply can't drive our cars for lack of petrol, you know," he said.

Walter Teagle Retires; Gallagher Is Successor

WALTER C. TEAGLE, chairman of the board of Standard Oil Co. of New Jersey, last week retired formally from that position under the company's age limit provisions providing for voluntary retirement after the age of 60 and compulsory retirement at 75. Mr. Teagle will reach the latter age in May, 1943.

At the same time Mr. Teagle announced election of R. W. Gallagher, Standard Oil vice-president in charge of finance and a director, to succeed him as chairman of the board, with W. S. Farish continuing as president. Also retiring under the age limit rules are E. J. Sadler, operating vice-president and director, to be replaced by Wallace E. Pratt, and D. L. Harper, vice-president in charge of sales and a director. Succeeding Mr. Gallagher as vice-president in charge of finance is Eugene Holman.

YES! Portland's industrial payroll is 460% (plus) above normal. Percentage gain in retail sales—the highest in the country—is steadily increasing.

YES! WGAN advertisers are establishing new sales records in Portland and Maine's Major Markets.

5000 WATTS—560 KC
CBS
National Representatives
PAUL H. RAYMER CO.

In Maine they tune in
WGAN PORTLAND

WHAT STATION IS "LISTENED TO MOST" BY 55.7% OF IOWA?
Newest survey tells all!

The biggest and best of the famous "Summers-Whan" surveys on Iowa radio audiences. Gives all the facts plainly, impartially—listening trends, station and program preferences, effects of age and education on listening, etc. Every sales executive needs this book. Get yours today. No cost!

Address Dept. S,
CENTRAL BROADCASTING CO.
Des Moines, Iowa

← GET THIS BIG BOOK TODAY!
No Cost
No Obligation

TESTING?
Reach a big chunk of ILLINOIS . . . do your testing thru the DECATUR station

250 W. 1340. Full Time.
Sears & Ayer, Reps.
How can we help you?
WSOY

IPANA and AGENCIES DENY FTC CHARGES

CHARACTERIZING Federal Trade Commission citations against advertising of Ipana tooth paste as "not fair and accurate representations", Bristol-Myers Co., New York, makers of the product, and Padlar & Ryan and Young & Rubicam, agencies servicing the account, in a joint answer last week denied the complaints filed Oct. 31 [BROADCASTING, Nov. 2].

The answer denied that Ipana toothpaste was a cosmetic preparation as defined by the Federal Trade Commission Act, and that the two agencies cited had participated in disseminating advertising referred to in the complaint.

Remainder of the answer assert that quotations used by the FTC in attacking the "Smile of Beauty" slogan were out of context. A similar defense answered FTC citations of Ipana's "American diet" copy. Respondents reasserted that dentists recommend the product, but denied representing that it will prevent decay, or that it is used in schools.

PROMPTED by the success of a radio debate contest for colleges, conducted earlier this year by the American Economic Foundation in cooperation with the BLUE, the organization has launched a second series, through its regular program, *Wake Up, America*. Students of 185 universities and colleges representing 44 states and the District of Columbia entered the first competition.

FOR DEPARTMENT STORES ONLY

KWKW, Pasadena, Styles Tune-In-Anytime News Commentaries for Retailers

IN A SPECIAL pitch for local retail dry goods store advertising, KWKW, Pasadena, Cal., designed and is currently releasing two commentary programs for department stores. It also handled the recent campaign of a third firm. With coming curtailment of the number of products sold by stores in general, KWKW anticipates an increased business on the part of the larger retail stores, according to Marshall S. Neal, general manager.

The Broadway Department Store, long a user of radio for its Los Angeles and Hollywood stores, is currently utilizing six-weekly 45-minute morning news periods on behalf of its Pasadena store, Broadway-Pasadena.

News and More News

Program consists of an initial 20-minute newscast followed by a repeat of the same material for the remainder of the contracted time. Arrangement allows listeners to tune in anytime during the three-quarter hour interval and ride the news around to its beginning regardless of when they happened to dial.

Second department store user of radio, F. C. Nash & Co., sponsors a six-weekly quarter-hour general commentary with Burritt Wheeler. The 15-minute program features an old-fashioned manner with recounting of true to life episodes. Commentary which started Sept. 14 is the first major radio venture of the firm.

Using radio in a ten-day campaign to promote its October sale, Sears Roebuck & Co., Pasadena, sponsored twice daily newscasts on KWKW, Oct. 14-24. To achieve maximum effectiveness, that station arranged for placement of a UP teletype in the store window. Morning and afternoon 15-minute broadcasts were released from the display window with loudspeakers placed for convenience of the audience gathered in front of the window.

According to report of Sears Roebuck officials, the campaign enabled that store to outstrip all others in the Southern California area. It also increased sales over last year more than any other store.

Taught by Radio

SPONSORED broadcasts have taught her and her children much, declares a mother in a prize-winning letter in a contest sponsored by *The Woman*, a national magazine. She wrote that among other things they became accustomed to brushing their teeth regularly, going to the dentist's on schedule and paying attention to vitamins. Grateful for what commercials have contributed to rearing of her children, she criticised the article "Radio's Plug-Uglies" in the August *Reader's Digest*. Another letter criticising the article insisted that the educational and entertainment value of the programs were worth any accompanying "plug ugly".

Dispute Settled

CONTRARY to reports that WBYN, Brooklyn, would be unable to broadcast the "Night of Stars" celebration from Madison Square Garden, New York, last Tuesday night, because of a union dispute over the status of the WBYN house band, the station carried an exclusive broadcast from the benefit from 10:30 p.m.-1 a.m. According to William Norins, general manager of WBYN, the house orchestra continued its regular broadcasts last week, and the reported dispute seems to have been settled amicably. Argument is said to have arisen with Local 802 of the American Federation of Musicians when WBYN attempted to give its house band an eight-week notice, and the union refused to recognize its legality.

JOHN C. WOODEN, for 15 years district manager of the Des Moines regional ASCAP office, has been appointed midwestern supervisor with offices in Chicago. He will be in charge of the ASCAP district offices in Chicago, Cleveland, Detroit, Minneapolis,

ANOTHER LAUNCHING in Henry Kaiser's home town. New studios of KXL, Portland, Ore., were "launched" recently by Mayor Earl Riley when he caressed the noggin of Manager Hal Wilson with a bottle of champagne. Witnesses and principals are (l to r): Mayor Riley; Dennis Howard, production manager; H. S. Jacobsen, commercial manager; backing up Mr. Wilson is his secretary, whose name was unfortunately omitted.

SERGEANT IN LONDON

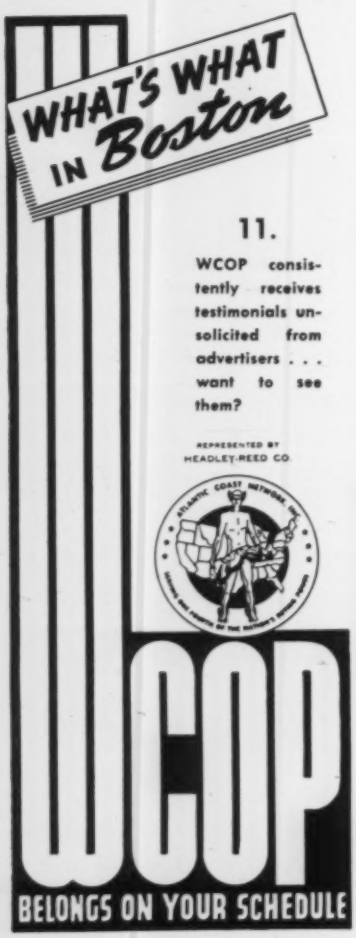
McClure Sees the King and Makes a Call at BBC

SGT. KENNETH McCLURE, former salesman of WFMJ, Youngstown, is finding things quite lively in London, according to an INS dispatch printed by the *Youngstown Vindicator*. Turret gunner in a Flying Fortress, Mr. McClure recently went to London on a weekend leave.

In a stroll around the town, he noted some excitement at Buckingham Palace. Looking in on proceedings, he found King George decorating members of the British armed services. "The King looked fine," Ken told an INS reporter who interviewed him. "He smiled and shook hands warmly with the men he was decorating." Later on Ken visited BBC headquarters.

The sergeant's bomber is nicknamed *Old Faithful*, and the crew was enjoying leave after a busy week of raiding on the French coast. "We went through plenty of flak but suffered no serious damage," Ken said. "None of our crew was hit."

Sgt. McClure was inducted in April, and was graduated from machine-gun school at Las Vegas, Nev. His home is in South Bend, Ind. He was at WBLK, Clarksburg, W. Va., before joining WFMJ in 1940.


WHAT'S WHAT IN Boston
11.
WCOP consistently receives testimonials unsolicited from advertisers . . . want to see them?
REPRESENTED BY HEADLEY-REED CO.
WCOP
BELONGS ON YOUR SCHEDULE

ANOTHER WEEK — ANOTHER $20,000,000

Every week it seems, the Big Kaiser Steel Plant, the Gigantic Air Depot, the Huge Home-Building Project, or some other installation announces another 20-million-dollar expenditure in San Bernardino. With a 35% increase in population and thousands more coming—well, where would YOU spend your Radio Advertising dollar?

KFXM SAN BERNARDINO, CALIF. SEE THE JOHN BLAIR MAN

...ate Smith Takes Lead ...n Hooper Day Report

...HE HOOPER November daytime ...ort of weekday programs lists ...te Smith Speaks in first place ...th a rating of 8.4, followed by ...r Sister with 8.3 and When a ...rl Marries with 8.1. Others in the ...p of "Top 10" weekday programs, ...order, are Road of Life, Stella ...s, Right to Happiness, Young ...der Brown, Our Gal Sunday, ...ance of Helen Trent and Por... Faces Life.

...ot included in this list are the ... ranking weekend daytime ...s which William L. Shirer ...ts with 12.3, followed by World ...ews Today, rating 8.7. Hooper ...so reports that listening to spon...ed network news programs on ...nday Nov. 8, the day after the ...frican invasion, increased 70% ...er the average rating for these ...rograms on Sunday, Oct. 10.

Benny on Camp Tour

...ITH the weekly NBC Jack Benny ...ow, sponsored by General Foods ...rp. (Grape-Nuts Flakes) to ...riginate from Army camps and ...ses in the eastern area for the ...xt several months, program ...oupe leaves the West Coast Dec. ... for New York. Show is scheduled ... emanate from the Vanderbilt ...heatre, New York, on Dec. 13, ...ith future itinerary not an...nced at press time. With Phil ...arris, musical director, held in ...ollywood by Merchant Marine ...ties, and Harry James signed for ... MGM film starting in early ...ecember, it was anticipated ...enny Goodman would assume the ...usical assignment for New York ...riginations. Harry James, how...er, remains under commitment ...r two appearances.

KROY Stock Transfers

...NDER PROVISIONS of an ap...ication filed with the FCC on ...ov. 27, Royal Miller, owner of ...ROY, Sacramento, would make a ...luntary assignment of license to ... partnership comprising himself, ...s wife, Marion Miller, Mr. and ...rs. L. H. Penney, certified public ...ccountants, and Will Thompson ..., doing business as Royal Miller ...adio. Mr. Thompson is general ...anager of the station, while Mrs. ...iller has heretofore been super...sor of operations. Under the pro...sed agreement, Miller and his ...fe would each retain 22½% of ...e stock; Mr. and Mrs. Penney ...ould acquire 22½% of the stock ...r $6,750 each; Mr. Thompson ...ould purchase 10% for $5,000.

...y as many radio homes as ... whole state of Mississippi."

...UHBF The 5000 WATT Voice of the Tri-Cities

...ffiliate: Rock Island ARGUS

MUTUAL NETWORK · 1270 KC

BLUE'S BRITISH DISCS
Transcriptions Are Shipped Across Atlantic

IN LINE WITH its policy of maintaining "no hard and fast regulation banning transcriptions" from the network, [BROADCASTING, Nov. 23], the BLUE is currently making plans to broadcast the sustaining Sunday series *Britain to America* via transcriptions shipped to this country from England. Feeling is that programs could always be heard clearly, if recorded, as atmospheric conditions often interfere with its transmission from overseas.

The BLUE tried another recording experiment on Nov. 17 when the Thompson-Dorazio prize fight, sponsored by Adam Hats, was interrupted after 15 minutes to allow the BLUE to present President Roosevelt speaking from the *New York Herald-Tribune Forum*. At the close of the chief executive's talk, an announcer gave a resume of the first three rounds, after which listeners heard the remaining seven rounds via transcription.

Would Ban Song

DEMAND THAT the popular song "Praise the Lord and Pass the Ammunition" be eliminated from radio broadcasts, was voiced by the *Virginia Methodist Advocate* in a recent editorial. "There's no denying that the tune is a catchy one, but the words are not a credit to America's chaplains," the paper asserts. "As to whether the song is sacrilegious may be a debatable point, but the fact that it gives an entirely erroneous conception of a chaplain's activities is not debatable. . . . Why the Federal Government continues to allow the song to be sung over the radio is something we do not understand."

WINS Wage Boost

A WAGE INCREASE of $5 per man, has been effected for the nine-man orchestra and leader, Henry Sylvern, of WINS, New York, subject to the approval of the War Labor Board. The raise, which is retroactive to Oct. 1, is somewhat less than the figure originally contemplated in conjunction with the station's projected power increase to 50,000 watts. Following WINS' decision to forego an increase in power, an amicable agreement was reached with Local 802, musicians' union, on a lower figure.

Trans-Pac Spots

TRANS-PAC SERVICES Inc., New York, has named Irwin Vladimir & Co., New York, to handle all export advertising of Ceregen Tonic, Oca Pink Ovals and Cuajani Jordan cough syrup. Spot announcements are used for all products in Mexico, Puerto Rico, Panama and Cuba, with a special hour program on Sunday in the latter city for Cuajani Jordan.

DOROTHY THOMPSON'S short-wave broadcasts, titled *Listen Hans!* and directed in German to the people of the Reich, have been edited and rewritten and incorporated into a book just published by Houghton Mifflin, New York.

Bigger Blue Hookups

UPWARD TREND in the average number of stations used by commercial sponsors on the BLUE, continued in November, according to a report made last week by Edward Evans, research manager, to Edgar Kobak, executive vice-president of the BLUE. Average number of outlets, per program, used for the evening commercial programs on the BLUE in November was 89, compared with 84 in October and 80 in September. Figures exclude Pacific coast programs. More than 100 BLUE stations are used by 14 of the network's commercial programs.

Ten Music Trucks

GRAND recreation halls and service clubs, but no musical instruments was the sad complaint of Capt. Torrey T. McKenny, commandant of cadets of Walnut Ridge Flying School, Walnut Ridge, Ark., to Jerry Hoekstra, director of war programs of KMOX, St. Louis. Hoekstra promised to do something about it. He explained to his KMOX listeners where the instruments were needed. He called Capt. McKenney, who arrived with ten trucks to collect 32 pianos, three radios and three phonographs.

RADIO MEN TO GET SPECIAL ARMY CARD

TO FACILITATE and regulate news coverage in the event of enemy action within the Continental United States, the War Department Bureau of Public Relations is issuing, through Headquarters, Eastern Defense Command and First Army, credential cards for use during enemy action. These credentials will be issued through the public relations office of the Eastern Defense Command to radio announcers, production men and engineers of networks and radio stations in the States bordering the Atlantic Seacoast from Maine to Florida.

Distribution of credentials to the radio industry will be made as authorized by the War Dept. and on the following basis: Credentials for six men will be issued to all major networks through the management thereof and not through their principal or key stations; credentials for three men will be issued to all radio stations irrespective of power. Credential cards will be issued only to announcers, production men and engineers who are nominated by the managers of the networks and stations, who assume full responsibility for the men in their employ.

State and municipal authorities have been furnished facsimile copies of credential cards and requested to cooperate with the Army in facilitating activities of accredited correspondents.

You can still sponsor

DICK GILBERT

on *WHN*, Monday thru Friday, at a time when he has the *largest independent station audience** in New York City.

Dick Gilbert is the personality who brings to his programs an *"infectious gayety"* — who sells huge volumes of merchandise, because he "makes them all sound such extremely civilized and pleasant things."

He has a truly different and appealing radio program with a vast and loyal audience among the *15,398,401* people in *WHN's* coverage area.

As of today, Dick Gilbert is available on a five-day-a-week basis. May we supply you with further details? *The complete story is as close to you as your telephone.*

**Source: C. E. Hooper*

BRyant 9-7800

CLEAR CHANNEL WHN 50,000 WATTS

KRAFT MUSIC HALL CUT TO HALF-HOUR

ONE OF the last full hour programs on the major networks will cut its format to a half-hour when Kraft Cheese Co., Chicago, drops the last half-hour of the *Kraft Music Hall* on NBC, effective Jan. 7, 1943. Starring Bing Crosby, the show will continue to feature the same supporting cast, and will still be heard on 87 NBC stations after the shift to the 9-9:30 p.m. period.

Filling the half hour vacated by Kraft will the *Sealtest Rudy Vallee* show, currently heard on NBC Thursday evenings, 10-10:30. No replacement for the latter time had been announced last week by the network. Agency for Kraft is J. Walter Thompson Co., Chicago, and McKee & Albright, Philadelphia, handles the Sealtest account.

Robert Brewster is agency producer for *Music Hall* with Arnold Marquis representing NBC. Carroll Carroll and Emanuel Manheim are the writers, Ken Carpenter announces. *Kraft Music Hall* originally started as a two-hour show. For the past eight years it has utilized a 60-minute spot on the network each week.

Campana's 12th Year

A DOZEN years of continuous broadcasting was celebrated on the Nov. 29 program of *First Nighter*, sponsored on MBS by Campana Sales Corp., Batavia, Ill. Currently co-starring Les Tremayne and Barbara Luddy, show has given early radio recognition to such cinema attractions as Don Ameche, Gale Paige and Tyrone Power. Original cast member Eric Sagerquist also celebrates his 12th anniversary as orchestra leader on the program.

GEORGE FISHER, Hollywood film news commentator on the twice-weekly CBS sustaining feature, *Hollywood Whispers*, has enlisted in the Army and reports Jan. 1 for officers training.

RECENT NEWCOMERS to the production staff of NBC Chicago receive welcoming handshake from Charles C. Urquhart, manager of the department. Welcomed as full-fledged producers are (l to r): Arthur Jacobson, former NBC actor; Homer Heck, former manager of WNAD, U of Oklahoma, Norman, Okla.; Al Morey, former comedy writer of NBC *Kraft Music Hall* and *Uncle Walter's Dog House;* Wheeler Wadsworth, formerly program director of W51C, Chicago.

New NBC Setup

(Continued from page 11)

ments in present day sound broadcasting practices." The committee is also instructed to work with other department heads on "economic and social studies related to the technical phases under consideration" and to coordinate its activities with those of other RCA companies. Noran E. Kersta, directors of television, is secretary of the committee.

Public Service

NBC's public service activities, which were formerly handled by a division of the program department, are now set up as a separate department under the direction of Dr. Angell. William Burke Miller, formerly eastern program manager, has been appointed manager of the public service department, which is responsible for all NBC programs "in all fields of national public service department, which is responsible for all NBC programs "in all fields of national service, including education and information, religion, public discussion and forums, special programs dealing with women's and children's interests and other related activities."

This department, the order states, "shall maintain the necessary contacts in the public service field of broadcasting and will utilize all of the resources of the company for the development and extension of the company's contribution to the national welfare." It will collaborate with the program department in creating and producing such programs and will call on the music division of the program department for cooperation in developing public service programs dealing with music.

Personnel of the public service department, in addition to Mr. Miller, are: Sterling Fisher, director of the Inter-American University of the Air; Max Jordan, director of research for the Inter-American University of the Air; Doris Corwith, public service lecturer; Margaret Cuthbert, director of women's and children's progams; Dwight Herrick, assistant in the department.

Spot Sales

National spot sales, formerly a division of the stations departments, is established as a separate department. James V. McConnell, its manager, will report to the vice-president and general manager. William O. Tilenius, assistant maanger of the national spot sales department, will supervise spot sales in the eastern district and both spot and local sales of WEAF, New York.

National spot sales activities at division points will be under the direction of the national manager, with immediate supervision being given by divisional vice-presidents. The department's offices at Cleveland and Boston will continue to report to the national manager. Local sales activities in Denver, Cleveland, San Francisco and Washington will be directed by the station managers, while the spot sales offices in New York and Chicago will handle local sales in those cities.

Other changes in the organization setup include the following: A. L. Ashby, vice-president and general counsel, henceforth reports to the president, John McK., manager of the press department reports to the vice-president and general manager. In the absence of the vice-president and general manager, Mr. Hedges will have charge of the operations of NBC.

John H. MacDonald, formerly assistant treasurer, has been appointed to the newly created post of financial officer, with the treasurer, controller, personnel director and manager of the general service department reporting directly to him.

Station Operations

The vice-president and general manager will be responsible for operations of the network's M & O stations — WEAF, New York; WTAM, Cleveland; KOA, Denver — while the vice-presidents in charge of the Washington office and central and western division will supervise the operations of WRC, Washington; WMAQ, Chicago, and KPO, San Francisco, respectively.

William C. Roux, national spot sales promotion manager, reports to the national manager of spot sales, coordinating his activities with the director of advertising and promotion. In Cleveland, Denver, San Francisco and Washington, station managers will direct their own local promotion. In New York, the WEAF sales promotion manager will report to Mr. Roux.

In Chicago, the local sales promotion for WMAQ will be administered by the central division sales promotion manager, in coordination with the Chicago spot sales manager and Mr. Roux. Station managers will handle their own local sales prpmotion, subject to the approval of the national spot sales promotion manager.

Secret Weapon

TELEVISION today is a weapon of war. Richard W. Hubbell of CBS television news department and author of the recently published *4,000 Years of Television*, described in a recent broadcast how observation posts were set up in the "front lines", enabling officers at headquarters to observe events as they happened.

"He kept in training by tuning WFDF Flint Michigan at six o'clock every morning."

Comedy for Caravan

AS THE RESULT of a canvass of servicemen's preferences, conducted by the five traveling units of the Camel Caravan, the *Caravan Hour* last week adopted a new policy calling for comedy as a regular feature. At least four comics will be heard on the CBS series, in addition to music by Xavier Cugat as guest. The survey, which revealed that comedy was just as popular with the armed forces as music, was made by managers of the Caravan show units, touring the country's military centers to entertain the soldiers, sailors and marines. R. J. Reynolds Tobacco Co., Winston-Salem, N. C., sponsors the *Caravan Hour*. Wm. Esty & Co., New York, is agency.

Studio Notes

WFBL, Syracuse, now has four men qualified for the Twenty Year Club. Those who have been with WFBL since the station first went on the air are: Samuel Woodworth, general manager; Charles Phillips, commercial manager; Bob Aller, control room operator and Lt. Col. Al Marcy, now serving in the Signal Corps in Hawaii. WFBL will mark its 21st birthday on Feb. 6, 1943.

BUSH HUGHES, of KWK, St. Louis, who conducts two recorded programs daily, totaling 2 hours and 45 minutes, has offered to act as a clearing house for listeners who desire to send Christmas greetings to their favorite orchestra leaders who may now be in the armed services.

WITH the establishment of a new Servicemen's center in St. Paul, KSTP has taken over the job of keeping it supplied with regular news bulletins, bringing to three the number of places locally supplied. The others are St. Paul Athletic Club and Golden Rule Department Store, also serviced by direct wire.

MILITARY SERVICE depleted NBC's five divisions by 21 more employes during October, bringing the total number of men and women in war service to 404. Of the October departures, 12 were from New York, five from San Francisco, two from Chicago and one each from Denver and Hollywood.

WLS, Chicago, has started *Bunkhouse Jamboree*, a program of recorded variety music broadcast 3-5 a.m. daily. Jerry Campbell is m.c.

KHUB, Watsonville, Cal., is airing a new request program, *Hi Yah Soldier*, for benefit of nearby Army camps. Requests must be from a soldier or for one. Program, which includes interesting squibs from camp life, is conducted by Yvonne Dale.

WCCO, Minneapolis, annual award for the best presentation of radio news in high school newspapers has just been presented to St. Paul Central High School for the column "Net-Works", by Barbara Maccoubrey and Ethelind Krawetz.

EVERY TIME the call letters of WIBG, Glenside, Pa., go on the air, they are followed by the words: "What are you doing?" Started Nov. 29, the sentence is a build-up teaser for the Dec. 7 call-letter plugs, which will read: "One year ago today, the Japs attacked your country and you. What are you doing about it?"

PROPER CARE of animals is stressed on the weekly quarter-hour broadcast over WIL, St. Louis, by the Humane Society of Missouri. A description of dogs being held at the Society's shelter awaiting owners to claim them, is also included on each program.

THE WAR forced cancellation of a dinner anniversary celebration by WFBL, Syracuse, of its 18th year in the Onondaga Hotel, and 21st year on the air. However, two features survived: 17 big billboards around the city tell the story; each board features two of WFBL's program headliners, giving 34 sponsors a plug. Double width car-cards also tell of the station's anniversary.

SUGAR RATIONING and the prospect of other material shortages did not deter Grennan Bakeries from starting an ambitious regional promotion plan by sponsoring two quarter-hours of the Saturday night radio-stage show *Brush Creek Follies*, on KMBC, Kansas City. Signing the contract is D. W. Elliott, vice-president of Purity Baking Co., Grennan's parent concern. Looking on (l to r) are: Sam H. Bennett, KMBC sales director; Charles R. Loyd, manager of Kansas City Grennan plant; C. H. Carlson, Grennan divisional sales manager; Arthur H. Frost, Grennan Kansas City sales manager.

Christmas Payoff

MIKE-MEN at KDB, Santa Barbara, gasped the other afternoon when the local announcer concluded a spot with the words, "Be wise . . . it pays to shop early for Christmas." "It pays to be ignorant!" boomed a network voice, announcing the title of the program to follow.

WOL, Washington, has sent more than 1,500 pieces of sheet music and orchestrations to men in the service since Dec. 7, 1940. Some orchestras have been about to leave for foreign shores at the time of their requests for music.

FORMER EMPLOYES of WWJ and the *Detroit News* now in the armed services will be kept informed of happenings at the station and the paper by means of a small newspaper, with no specified date of issuance. Locations of the men in service will be published, insofar as permissible.

MARKING the beginning of its third year of broadcasting, *Spirit of '42*, CBS program on Dec. 5 assumes the title *Spirit of '43*. Series continues to feature music by service bands and documentary broadcasts from military posts.

FAMOUS speeches transcribed for the recorded library of KDYL, Salt Lake City, are being loaned to the philosophy and history classes of the U of Utah for class and seminar work.

BROADCASTING and public address system equipment, provided by KNX, has been installed at Hollywood Canteen under supervision of Les Bowman, western division chief engineer of CBS. Equipment will provide permanent facilities for the many programs broadcast from the service men's canteen.

WWVA, Wheeling, recently turned its announcers into *Jamboree* entertainers, with each member of the production staff singing an oldtime hill-billy song, accompanied by one of the WWVA acts. The announcers drew a record crowd and received an ovation despite their inexperience. WWVA *Jamboree* has presented 500 consecutive shows since 1933.

WHEN a P-38 pursuit plane on tour arrived at Riverside, Cal., on the anniversary of KPRO, the station capitalized on the fact that the date was also the opening of the second front in Africa by arranging to allow everyone buying War Bonds and Stamps to autograph the log-book of the plane. W. L. Gleeson, president, and Howard Ray, manager, supervised the affair.

WALTER WINCHELL, BLUE commentator, celebrates the tenth anniversary of his Sunday night radio broadcasts, Dec. 4. He is currently sponsored by Jergens Co., Cincinnati (Jergens Lotion) through Lennen & Mitchell, New York.

KMOX Names Cornwell

BLAINE CORNWELL has been appointed program director of KMOX, St. Louis, it has been announced by Merle S. Jones, general manager. He replaces Chester (Tiny) Renier, who is now with CBS New York. Cornwell joined KMOX in November, 1941, and has been production manager for the last several months. He began his radio career in 1929 with WRC, Washington, and subsequently served at WFBR, KVOO and KXOK.

That Certain Something

Experienced advertisers know that some stations have the ability to do an unbelievable selling job, while other stations never make the grade. WAIR is one of the outstanding money-making stations of America.

WAIR

Winston-Salem, North Carolina

AP

KFMB, San Diego, Cal.

. . . with huge number of newscasts, your service takes care of all our needs . . . your programs are well written.

Ed. Cunniff,
Commercial Manager.

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PRESS ASSOCIATION, INC.
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CLEVELAND
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A NEW SERIES OF WORLD-WIDE RADIO CONCERTS
SATURDAYS 5 TO 6 P.M. E.W.T.
Over the Columbia Broadcasting System and Short-Wave Around the World
Sponsored by Radio Station W-G-A-R Cleveland

WDAY for the Red River Valley
FARGO, N. D. • 5000 watts • NBC
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 21 TO NOVEMBER 27 INCLUSIVE

Decisions . . .

NOVEMBER 21

W45BR, Baton Rouge, La.—Granted license to cover CP.

W69PH, Philadelphia—Granted license to cover CP.

NOVEMBER 24

WAPI, Birmingham—Granted modification CP for approval of directional antenna.

KBTM, Jonesboro, Ark.—Granted modification of license to increase power from 100 to 250 w, N.

KYA, San Francisco—Set for hearing application for modification of license to move main studio from San Francisco to Palo Alto, Cal.

KEX, Portland, Ore.—Denied special service authorization for 10 kw. transmitter and 10 kw power with present vertical antenna, until Jan. 1, 1943 (present assignment, 1190 kc, 5 kw power, unlimited). Set for hearing application for CP new transmitter and increase from 5 to 50 kw.

Granted temporary renewal of license to Jan. 1, 1943: KTUL WALA WCBA KQV KARM KCRC KDTH KEVE KFMB KGCX KGIR KINY KLO KPRO WAAB WDBC WHK WHOM WOKO WQBC WWRL KBST KCMC KCRJ KGEZ KGFW KGGF KGKL KHBC KHBG KID KIEM KPLT KRBA KRBC KVGB KWFC KWKH KXL WBBZ WBNX WBRW WCAZ WCBT WCOC WCOP WEDC WFCI WFIN WFPG WFTC WGES WING WJBW WLBJ WLOF WMRO WNBZ WOCB WSPB WTEL WTRC W5XAU W9XLA W8XO WRUL.

Granted temporary renewal of license to Feb. 1, 1943: KBUR WCRS WSYB.

KPAS, Pasadena—Granted modification CP for approval directional antenna, conditional upon protection other station assignments on 1110 kc.

KFAB, Lincoln; WBT Charlotte; WBBM, Chicago; WJAG, Norfolk, Neb.—Set for further hearings applications of (1) KFAB for CP to install new transmitter and directional antenna for night use, change transmitter and studio location from Lincoln to Omaha, and change from 780 kc., 10 kw. simultaneously day and sharing night with WBBM; (2) WBT for CP install directional antenna night and change transmitter location; (3) WBBM for modification of license on 780 kc. with 50 kw., from simultaneously daytime and sharing night with KFAB, to unlimited time; (4) WJAG for CP to install new antenna and change operating assignment from 1090 kc., 1 kw., limited to local sunset at WBAL and KTHS, to 780 kc., 1 kw. daytime only.

WSAY, Rochester, N. Y.—Granted modification of CP authorizing change in frequency, increase in power, installation of directional antenna for day and night use, new transmitter, move of transmitter and extension completion date to May 1, 1943.

WRDO, Augusta, Me.—Granted postponement hearing on CP to Dec. 18.

WDSU, New Orleans; WMIS, Natchez; WGRM, Greenwood, Miss.—Denied motion to continue hearing set for Dec. 9; granted motion to take depositions, and, on Commission's own motion, issues supplemented relative to license renewal for WMIS, WGRM.

NOVEMBER 25

WHKC, Columbus, O.—Denied motion for continuance of hearing on CP set for Dec. 16.

NEW, J. C. Kaynor, Ellensburg, Wash.—Denied petition to defer action on application for CP for new station.

WLW, Cincinnati—Denied motion for leave to strike hearing issues from application for modification of license. On Commission's own motion granted leave to amend application and strike hearing issues 6, 7, 8 from amended application.

KWG, Stockton; K. ROY, Sacramento—Granted dismissal without prejudice of applications for CP.

NEW, Olympic Broadcasting Corp., Bremerton, Wash.—Granted dismissal without prejudice of application for CP for new station.

WTNJ, Trenton, N. J.—Granted petition to continue consolidated hearing until Dec. 21, with WCAM, Camden, and WCAP, Asbury Park, for renewal and modification of licenses.

THE FOUR major networks will all carry broadcasts this year from the annual meeting of the National Assn. of Manufacturers, to be held Dec. 2-4 at the Hotel Waldorf-Astoria, New York.

Applications . . .

NOVEMBER 27

WCAR, Pontiac, Mich.—Special service authorization to operate 7 a.m. to local sunrise during Dec., 1942; Jan., Feb., March, 1943, with power 250 w, 1130 kc.

NEW, Crosley Corp., Mason, O.—CP for new international broadcast station to operate on 6080, 9590, 11710, 15250, 17800 and 21650 kc., with power 200 kw., A3 Emission.

WSJS, Winston-Salem, N. C.—License to use present licensed RCA 250-D transmitter as auxiliary transmitter with power of 250 w, 600 kc.

KROY, Sacramento—Voluntary assignment of license from Royal Miller to Royal Miller, Marion Miller, L. H. Penney, Gladys W. Penney, Will Thompson Jr., doing business as Royal Miller Radio.

WTOC, Savannah, Ga.—Modification of CP for antenna and increase in power; extension completion date to Feb. 15, 1943.

KBTB, Duluth, Minn.—License to cover CP for move of transmitter of relay broadcast station.

KHSL, Chico, Cal.—License to cover CP for increase in power, installation of directional antenna.

Tentative Calender . . .

KWG, Stockton, Cal.—CP for 1230 kc., 250 w, unlimited. (Nov. 30)

NEW, Wilkes-Barre Broadcasting Co.; Central Broadcasting Co.; Northeastern Penn. Broadcasters; Key Broadcasters, Wilkes-Barre—Further hearings on CP 1240 kc., 250 w unlimited, using facilities of WBAX. (Nov. 30)

WTNJ, Trenton—Further hearng on renewal and modification of license (Dec. 2).

WCAM, Camden—Further hearing on renewal and modification of license (Dec. 2).

WCAP, Asbury Park—Further hearing on renewal and modification of license (Dec. 2).

WGAR, Cleveland; WHBC, Canton; WADC, Tallmadge, O.—Further consolidated hearing on applications for CP. Other participant, WCAU, Philadelphia (Dec. 11).

McNary to Air Forces

JAMES C. McNARY, head of the Washington radio engineering firm of McNary & Wrathall, has been commissioned a major in the Army Air Forces and has been assigned to duty at the Air Forces Training Center at Miami. Major McNary was technical director of the NAB during the period 1933-35. Before receiving his present commission, Maj. McNary had been called in as consultant numerous times in recent months by the armed services in connection with radio engineering problems.

Maj. McNary

Retail Group Meeting

PLEDGES by stations on behalf of the NAB Retail Promotion Committee have been received from 164 stations, according to the NAB. The list includes 28 promised pledges. The committee meets Nov. 30 in Chicago, with Chairman Paul W. Morency, of WTIC, Hartford.

JIM SHANNON, engineer of WOR, New York, has resigned to enter the Navy as a lieutenant. He is replaced by Davis Joseph Connor.

RADIO FAMILY JONES — In case Webster C. J. Jones, studio engineer of KLZ Denver, couldn't show up for work some morning, his wife Gwendalyn could take over his duties. Like her husband, she's had years of experience as a "ham" operator and possesses first class telephone and second class telegraph commercial licenses. She has taught a radio defense class in code and theory in Denver. Her station, W9RXM, shown here, is a 750 watt phone and cw. transmitter which she built herself. Both Gwendalyn and her husband (W9MOI) were members of the Army Amateur net. With them is their eight-year-old son, Marquez, who copies code at 8 words per minute.

JACK HODGKINSON and Don Hapner, of the engineering staff of WHIO, Dayton, recently became fathers of a girl and boy, respectively.

DOUGLAS (Pinky) KAHLE, of the engineering staff of KOA, Denver, on Dec. 5 joins the Army-Navy Communications Production Expediting Agency in Washington.

LT. COL. ALFRED R. MARCY, former chief engineer of WFBL, Syracuse, now stationed in Hawaii, has passed up promotion to full colonelcy to transfer to the Signal Corps—and radio.

RUSS IRELAND, formerly newscaster of KTMS, Santa Barbara, has joined KDB, same city, as engineer-announcer.

GLEN BRONNER, formerly technician of KGFJ, Los Angeles, has joined KFAC, that city, in a similar capacity. He replaces C. B. McKnight, technician, who joined CBS Hollywood.

JOHN BEESTON, research engineer of WHO, Des Moines, is back after several weeks at WOC, Davenport, assisting with equipment installations.

JOHN DURANTE, formerly of the engineering staff of KIDO, Boise, is now working in a research laboratory on radio equipment at Wright Field, Dayton, O.

RICKER BODHOLDT has joined NBC Chicago as an apprentice engineer.

WILLIAM LORAINY, engineer of WFIL, Philadelphia, was inducted into the Army Nov. 20.

FREDERICK E. LOWELL, formerly with Muzak Corp., WNBC, Hartford, and WOLB, Hyannis, Mass., has joined WINS, New York, as control engineer.

WESLEY CRAIG, technician-announcer of KERN, Bakersfield, Cal., is the father of a girl born Nov. 16.

GRANT CAREY, transmitter engineer of WBT, Charlotte, is the father of a boy born Nov. 15.

Network Accounts
All time Eastern Wartime unless indicated

New Business

McCOLL-FRONTENAC Oil Co. Ltd., Toronto (gasoline and oil) on Nov. 2[illegible] started *Metropolitan Opera* on 35 Canadian Broadcasting Corp. stations, Sat. 1[illegible] p.m. Agency: Ronald Adv. Agency, Montreal.

WHEELING CORRUGATING Co., Wheeling, (Subsidiary of Wheeling Steel Corp.) (war industry), on Tues., Nov. 24, 11:[illegible] a.m.-12:15 p.m. sponsored one-time broadcast of "E" award ceremonies. Agency: Critchfield & Co., Chicago.

KELLOGG Co., Battle Creek (Pep), on Jan. 4 starts five-minute participation in *Breakfast at Sardi's*, on 13 BLUE Pacific stations, Mon. thru Fri., 9:30-10 a.m. Agency: Kenyon & Eckhardt, N. Y.

Renewal Accounts

BORDEN Co., New York (Horton's Ice Cream), on Dec. 14 renews for 39 weeks *Bulldog Drummond* on 207 MBS stations, Mon., 8:30-9 p.m. Agency: Young & Rubicam, N. Y.

WESTERN CONFERENCE of Teamsters, Los Angeles (labor union), on Nov. 2[illegible] renewed for 13 weeks *Curtain Americana* on 38 Don Lee-Mutual West Coast stations, Mon. 6:30-7 p.m. (PWT). Agency: Clarence B. Juneau Agencies, Los Angeles.

Network Changes

NEIGHBORS OF WOODCRAFT, Portland, Ore. (insurance), on Nov. 22 shifted *Grandpappy & His Pals*, on 25 BLUE Western stations, from Sun., 9-9:30 p.m. to 2-2:30 p.m. (PWT). Agency: Showalter Lynch Adv., Portland.

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall), on Nov. 30 shifts Gracie Fields on BLUE stations, Mon. thru Fri., 9:55-10 p.m. (EWT), from New York to Hollywood. Agency: Ruthrauff & Ryan Inc., N. Y.

KRAFT CHEESE Co., Chicago (cheese and salad dressing), on Jan. 7, 1943, shifts *Kraft Music Hall* on 87 NBC stations, Thurs., from 9-10 p.m. to 9-9:30 p.m. Agency: J. Walter Thompson Co., Chicago.

SEALTEST Inc., New York (milk and ice cream), on Jan. 7 1943, shifts *Sealtest Rudy Vallee* program on 68 NBC stations, Thurs., from 10-10:30 p.m. to 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

MILES LABS., Elkhart, Ind. (Alka-Seltzer and One-A-Day vitamins), on Nov. 2[illegible] added 95 stations to *News of the World*, 7:15-7:30 p.m. on NBC, making a total of 126 stations. Agency: Wade Adv. Agency, Chicago.

Waring Show Re-Titled

WITH SERVICEMEN now building the five-weekly NBC show *Pleasure Time*, the series has been renamed *Victory Tune Time*. Selections played by Fred Waring and his orchestra, glee club and soloists, are chosen by balloting the personnel of the military training center to which each broadcast is dedicated. Sponsored by Liggett & Myers Co., New York, on behalf of Chesterfield cigarettes, the program is aired on NBC Monday through Friday at 7 p.m., with repeat performance for Pacific Coast listeners at 11 p.m. Agency: Newell-Emmett Co., New York.

OWI Consultants Meet

FOLLOWING his return from district NAB meetings that took him to the West Coast, William B. Lewis, chief of the Radio Bureau of the Office of War Information, announced last week that he had called a meeting of all OWI radio consultants to be held in Washington Oct. 28-30. They will meet with regional directors and the OWI headquarters staff to perfect plans for coordinating government programs originating regionally and locally.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington, D. C.

Help Wanted

NETWORK PRODUCTION MANAGER—Applicants should forward full report giving experience, education, age, draft status and references. Background in music, radio directing and administrative work required and elementary training in engineering and announcing experience desirable. All applications confidential. Reply Box 83, BROADCASTING.

Sales Promotion and Publicity Manager—Wanted by large clear-channel midwest station. Interested particularly in young man with enthusiasm and sound ideas. Excellent opportunity. Send full details including photo and draft status to Box 67, BROADCASTING.

Announcer—For prosperous progressive New York State network station. Exceptional opportunity for intelligent mature and versatile person. Salary $40.00 and talent fees. Send details. Box 80, BROADCASTING.

Two Positions Open—5,000 watt Southeastern station Metropolitan Market. Good sales position for right man. Also producer-announcer needed. Give full details first letter. Box 71, BROADCASTING.

ENGINEER—VIRGINIA 5KW NETWORK STATION HAS OPENING FOR TRANSMITTER ENGINEER. BOX 74, BROADCASTING.

Excellent Positions—Open for first, second and third class engineers; production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephone and telegraph operators. Wilson Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be qualified newscaster. Submit transcription of newscast and commercials with application. KSEI, Pocatello, Idaho.

ENGINEERS—Both transmitter and control for midwest 5 KW network station. State education, experience, draft status, expected salary (open), and send photograph, Box 79, BROADCASTING.

WESTERN STATION WANTS — Experienced combination operator-announcer who can read news and write copy. Send qualifications, snap-shot and recording of voice, reading news and commercial copy. Fly-by-nights please don't apply. Desire person who wants permanent position. Box 78, BROADCASTING.

First or Second Class Operator—Permanent position for draft-exempt sober man or woman. State experience and references. Radio Station KLO, Ogden, Utah.

Chief Engineer—At once, permanent. Must be capable of taking complete charge of all equipment. New W.E. Glee complete details. Apply to Earl Dougherty, KHMO, Hannibal, Missouri.

Radio Announcer—With mail-pull experience. Real opportunity with progressive 1000 watt Blue and Mutual station in rich market. Contact KFBI, Wichita, Kansas.

Announcer—Married, with dependents. By five kw NBC station. Desire capable, ambitious man with minimum three years' experience. Send small photo, employment background, desired salary. Station WIS, Columbia, South Carolina.

General Manager—Wanted at once for progressive local station doing nice volume. Excellent opportunity for reliable man. Send references, qualifications. Box 86, BROADCASTING.

Experienced Announcer—Immediately. Prefer ticket holder. Good voice essential. Permanent position, good salary. Wire or call WHIT, New Bern, North Carolina.

Help Wanted (Continued)

Progressive, 5,000 watt CBS affiliate — Offering unlimited possibilities desires services of competent director of women's programs. Requires knowledge of copy writing and service. Complete details in first letter should include transcription, photograph, references and salary desired. Address KGVO, Missoula, Montana, attention Socs Vratis.

Wanted—An engineer by a 5000 watt CBS station in Middle West. Please state draft and marital status in first application. Write box 85, BROADCASTING.

Situations Wanted

Here Is The Man You Want For Your Station—Experienced in all aspects of production. Is a good announcer, can also handle copy. Varied background of agency and station experience. Draft status 4F. Box 84, BROADCASTING.

Chief Engineer—Network station. Desires change. Box 82, BROADCASTING.

CAPABLE, RESPONSIBLE WOMAN—Program Director-Writer-Announcer-Producer wants Rocky Mountain region assignment Box 73, BROADCASTING.

Combination Announcer-Engineer — Long experience, draft exempt, ad-lib commercials, news, sports. Can handle heaviest schedule on board and sell the products. Box 76, BROADCASTING.

Man and Wife—Twelve years' experience writing, performing, producing, managing, announcing, newscasting. Draft exempt. Box 72, BROADCASTING.

AVAILABLE—Eight successful years announcing, programming, sales, sales manager, operations manager. Out of radio last ten months, logical reason. Single, draft exempt, seeking permanent connection with opportunity. Box 69, BROADCASTING.

Program Director, Production Manager, Announcer—Now working in small network station, wants change. Can operate board. 3-A. Box 66, BROADCASTING.

Program-Production Manager—Nine years' experience all departments, desires position with aggressive station. Married—low draft classifications. Best of references. Now employed by large network outlet. Five years' programming experience. Box 68, BROADCASTING.

Proven Quality Commercial Announcer—Strong news, capable programming. Nine years, two networks. Absolutely permanent for pleasant conditions, advancement. Family, 32. Northeast interesting. State salary, don't misrepresent. Box 70, BROADCASTING.

ANNOUNCER—Salesman or combination available. Pacific Coast only. 35 and 3A. Child's health necessitates move. For details write my boss, Karl O. Wyler, Mgr., KTSM, El Paso. Allen Hamilton.

All Around Broadcaster—Over ten years' experience-Manager-Announcer-Salesman-Continuity-Engineer. Draft exempt. Start, $65.00 week. Wife also experienced-Continuity - Restricted Operator. Box 75, BROADCASTING.

STATION OR COMMERCIAL MANAGER—Successful background with large Eastern Station for twelve years. Box 77, BROADCASTING.

Wanted to Buy

WILL BUY RADIO STATION—Write full details to Apartment 10, 4704 East Washington, Indianapolis, Indiana.

One Good Used Portable Recorder—Preferably Presto Y-2 or similar. Two Western Electric or RCA 70B or 70C turntables with pickups. One good tube to line transformer. Station KLO, Ogden, Utah.

Woman Heads WNAD

VIRGINIA HAWK, formerly with BLUE in Washington and recently with the Radio Bureau of the Office of War Information, has been named manager of the U of Oklahoma's non-commercial station, WNAD, Norman. She succeeds Homer R. Heck, who has joined NBC.

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Hayek Is Renamed As NAB Director

Little Intelligent Criticism Of Radio, Says Weaver

THE average listener would appreciate radio more if he had to pay for the entertainment and information it provides, Luther Weaver, business counsel and instructor in the U of Minnesota extension service, told the 11th District NAB convention in Minneapolis last week.

The two-day session, Nov. 23-24, was attended by 48 broadcasters and government and industry representatives. Following the first day's luncheon meeting, Ed. L. Hayek, KATE, Albert Lea, Minn., acting district director, was elected district director for a two-year term.

Answers Critics

Mr. Weaver made his statement about listener appreciation at the second day luncheon. "I have heard radio criticized for its bad English," he said "yet radio has brought good English into millions of homes that never heard it before. I have heard radio criticized for the type of music it broadcasts, yet radio has brought good music to homes that never heard of a symphony."

He declared there is little intelligent criticism of radio, because intelligent criticism of radio requires careful consideration of many difficult problems. More than 100 women, members of the Radio Council of Minnesota, as well as convention guests, heard the talk.

Resolutions passed by the meeting unanimously endorsed the OWI announcement scheduling plan; the NAB stand in the Petrillo affair and the projected retail promotion plan. The meeting also supported NAB directors opposing use of government money for broadcast advertising.

Dr. Harold C. Deutsch, WCCO news commentator, spoke on world news trends at the opening luncheon.

At Minneapolis Meeting

Lewis H. Avery, NAB; C. Alden Baker, WCCO; Milton Blink, Standard Radio; Eugene Carr, Office of Censorship; Frank E. Chizzini, NBC Thesaurus; Donn Clayton, North Central Broadcasting System, NCBS; Tom Curran, United Press; Howard Dahl, WKBH; Bob DeHaven, WTCN; A. A. Faby, KABR; F. E. Fitzsimonds, KFYR; Edwin G. Foreman, Jr., Foreman Co.; Oliver Gramling, Press Assn.; Carl Haverlin, BMI-OWI; Mayor Ed. L. Hayek, KATE; C. T. Hagman, WTCN; Morton Henkin, KSOO-KELO; Edward Hoffman, WMIN; Phil Hoffman, WNAX; H. S. Hyatt, WMFG; Maxine Jacobs, KROC; A. E. Joscelyn, Sam Kaufmann, WCCO; Robert S. Keller, AMP; "Cy" Langlois, Lang-Worth; T. H. Lathrop, KATE; Barney Lavin, WDAY; Dalton LeMasurier, KILO-KDAL; H. W. Linder, KWLM; George Ludlam, OCD.; W. H. McCall, United Press; Manny Marget, KVOX; John F. Meagher, KYSM; Lynn L. Meyer, WLOL; Lucile Miller, KFAM; Neville Miller, NAB; Georgene O'Donnell, Office of Civilian Defense; E. W. Peterson, ASCAP; Greg Roulean, WHLB; Fred Schilplin, KFAM; Al Sheehan, WCCO; Arthur J. Smith, WNAX; Wallace E. Stone, Press Assn.; Harvey J. Struthers, WCCO; Warner Tidemann, KATE; F. Van Konynenburg, WTCN; H. E. Westmoreland, WLOL; Lee L. Whiting, WDGY; M. H. White, KWNO; Jerry Wing, KROC; Harry Woodworth, WCCO; Dr. George W. Young, WDGY.

Quicker Preparation of Copy By Advertising Agencies Urged

EDITOR, BROADCASTING:

Mail deliveries these days are not what they used to be. Of course, we all know why the mails are delayed and realize that there is not much hope for improvement soon. In fact, the mails will probably become more jammed up as we get deeper into the war.

Lately we have had several instances of orders and copy arriving too late, which leads us to believe that the production departments of many advertising agencies have not as yet become aware of the urgency of the situation.

A little publicity might bring to light the necessity of stepping up the preparation of copy and schedules so as to have a cushion against mail delays.

H. R. GOLDBERG,
The Katz Agency,
New York.

Nov. 20, 1942.

Willis Re-elected

PAUL S. WILLIS was re-elected president of the Grocery Mfrs. of America for the coming year, the association announced Nov. 21, at the time of its annual meeting [BROADCASTING, Nov. 23]. Other officers elected for 1943 include: F. K. Montgomery, National Biscuit Co., first vice-president; W. R. Barry, General Mills, second vice-president; G. C. Pound, Kraft Cheese Co., third vice-president; Mark Upson, Procter & Gamble Co., secretary; B. E. Snyder, R. B. Davis Co., treasurer; Hanford Main, Loose Wiles Biscuit Co., chairman of the legislative committee; B. C. Ohlandt, Grocery Store Products Sales Co., chairman of the merchandising committee; Charles Wesley Dunn, general counsel.

At Home

BECAUSE of gasoline and tire rationing, Al Jarvis, m.c. of the five-weekly transcribed musical *Make Believe Ballroom* on KFWB, Hollywood, with broadcast of Nov. 23, started remoting the 60-minute evening program from his home in Glendale, Cal. In addition he also conducts a two-hour daytime cooperatively sponsored program by that title on KFWB, Monday through Friday, 11 a.m.-1:30 p.m. (PWT).

FCC Gets New Protest On Cal Tinney Scripts

A LETTER complaining against broadcasts by Cal Tinney, MBS commentator, was filed last week with the FCC by former Magistrate Goldstein of New York. The letter, it is understood, charges Mr. Tinney's broadcasts are harmful to the war effort.

Judge Goldstein's complaint follows earlier charges against Mr. Tinney by Congressmen, and a complaint by the War Dept. last summer. FCC Chairman James Lawrence Fly said the new complaint now rests with the legal department and that Mr. Tinney's scripts will probably be studied, "although FCC has very little to say about what any individual may say on the air."

YASHA FRANK, formerly of the CBS sales promotion department, has joined D'Arcy Adv. Co., New York, to serve as executive producer of the CBS Coca Cola program *The Pause That Refreshes on the Air*. George Zachary continues as active director of the Sunday afternoon show.

Drawn for BROADCASTING by Sid Hix

"How Perfectly Thrilling! Chubby Brown Has the Ball! He's So Ducky in His Red and Gold Ensemble!"

War Race Ruling Applies to Radio

Federal Committee Interprets Executive Order Clause

RADIO stations and other broadcasting organizations are "defense industries" within the President's Executive Order No. 8802, forbidding discrimination in hiring because of "race, color or creed", according to a statement issued last week by the Fair Employment Practices Committee of the War Manpower Commission.

The ruling is interpreted to mean that the War Manpower Commission has power to act where such discrimination in employment practices are demonstrated.

Negro Problem

According to Lawrence Cramer, executive secretary of the FEPC, no specific complaints have been lodged against broadcasters. He said, however, there have been persistent complaints that Negroes are barred from studio orchestras and that some of these complaints maintained discrimination was instigated by James C. Petrillo in AFM contract negotiations.

Mr. Cramer said the committee has failed to substantiate the charges. He added that David Sarnoff, RCA president and member of the FEPC, has acted to employ Negro musicians in the NBC orchestra.

Public Ownership Poll Is Conducted in Canada

SLIGHTLY MORE than half the population of Canada is satisfied with radio broadcasting under public ownership as at present, according to a poll by the Canadian Institute of Public Opinion (affiliated with Gallup), as reported in the Nov. 21 *Toronto Star*. Asked whether programs would be better under private ownership, 56% reported satisfied as at present under Canadian Broadcasting Corp., 23% preferred private ownership, and 21% were undecided.

[Editor's Note: From the standpoint of program origination, the question cannot be considered accurate, since the network programs must all come through the CBC whether originating in CBC studios, in private-owned stations on the network, or brought in from United States networks. The CBC owns 10 of the 84 stations in Canada with from 30 to 35 stations being regularly on the CBC commercial network.]

The poll showed that most farm areas favored public ownership while in urban centers a large number were in favor of private ownership.

KGGF Joins Blue

KGGF, Coffeyville, Kan., will become affiliated with BLUE as a supplementary outlet Jan. 15, 1943, making a total of 144 BLUE stations. Owned by Hugh J. Powell, the station operates fulltime with 1,000 watts on 690 k.c. Network rate is $60 per evening hour.

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